



CHEMIST & DRUGGIST

newsweekly for pharmacy

K.H.3

GERIATRIC TREATMENT

The oral Procaine combination to counter nerve and tissue degeneration in early and advancing senescence. Available in packs of 30 capsules, (one months' supply) or 150 capsules, (full five month course).

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PERSONAL HYGIENE SPECIAL SUPPLEMENT

**Direct-sale
cosmetics: a
warning**

**Pharmacists-
only medicine
sales list ?**

**NPU Executive
gets five
new members**

The Fenjal people are really going to stir things up in the foam bath market with their great new product—Depth Charge.

Depth Charge is the different foam bath. It contains all the secrets of the sea—secrets every girl will want to possess. And almost every woman will have the chance to learn all about Depth Charge because it is being launched with

exciting, different, full colour advertisements in Woman, Vogue, Nova, Petticoat, She and 19.

The advertisements will be seen by 3 million people six times each.

Order your Depth Charge now from your Scott & Bowne representative. Then sit back and watch your profits go up with a bang. Scott & Bowne Ltd 50 Upper Brook St London W1.

Depth Charge will go a bomb!

VOGUE SPOTLIGHTS
THE LONDON STORES

DEPTH CHARGE
Sea Foam Bath

DEPTH CHARGE
Bath that goes its secrets from the sea.

CHEMIST & DRUGGIST

112th year of publication Vol. 195 No. 4755

The newsweekly for pharmacy

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A Benn Group Journal



Mr D. F. Lewis, secretary of the Pharmaceutical Society, this week asked Bath Region pharmacists if they would be willing to sell personally an "intermediate" list of medicines (p 519)

Before they make they make you rich.

Introducing four new additions to Philips
best selling beauty care range:—

1. The Philips Beauty Set.

Already a proven success in the States and bound to be a big-money-spinner here. This complete home beauty salon boasts 12 handy attachments for your customers' beauty. Plus the fastest Philips Ladyshave in the world. All packaged in a beautifully displayable, trendy yellow case.

2. The Philips Hair and Massage Brush.

No ordinary hair brush this. But an *electric* hair brush that's a completely new "his and hers" market. It's an effective scalp massager. With a unique brisk movement that whisks out lacquer, brushes out dry shampoo, helps treat dandruff, works in conditioning creams, treats and brushes out wigs, helps relieve tension and headaches. And does all the other things an ordinary hair brush can't. It comes in a compact case for immediate use. Immediate display.

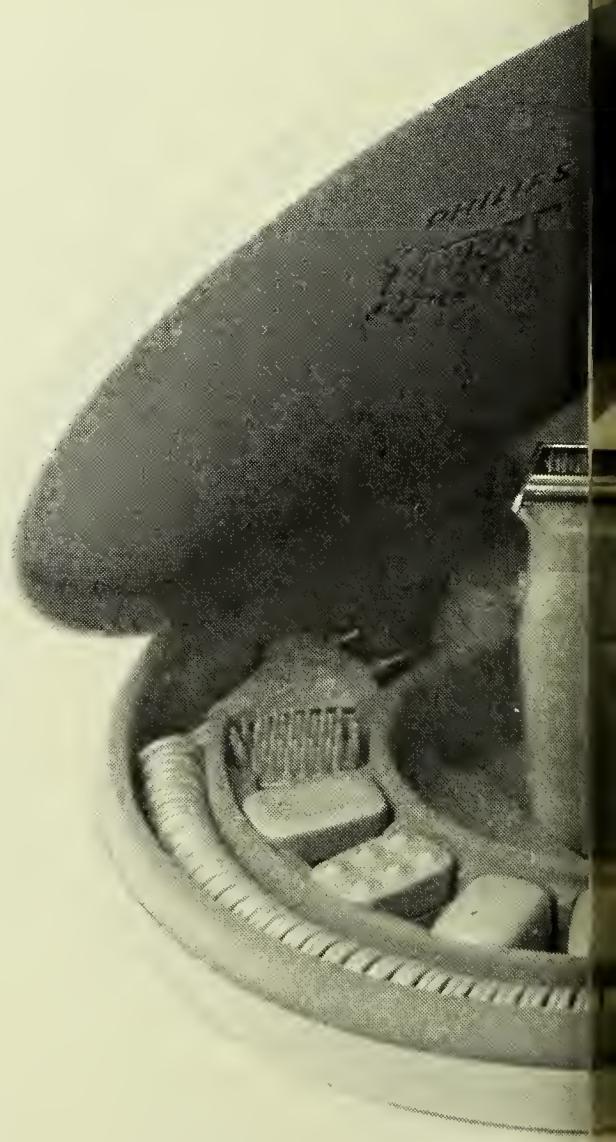
3. The Philips Ladyshave Beauty.

A new Ladyshave with all the features of the Standard. The big difference is in the colour. Shaver, pouch and packaging are a beautiful shade of green. A colour that appeals to the young. So much so that, when tested, Philips new Ladyshave Beauty was chosen by the majority of your customers in preference to any other Ladyshave. Need we say more?

4. The Philips De Luxe Combined Health Lamp.

A de luxe version of our best selling HP 3108 incorporating all the advantages of infra-red and ultra-violet. Complete with a timer for accurate exposure times. And an on/off switch for added convenience. Plus a new combined lamp exposure table which literally halves treatment times.

We'll be telling your customers about Philips four new beauty products. With press advertising on a national scale—right through the year. Starting 19th April, there'll be whole page ads in all the magazines your customers read. Plus a big press and TV campaign in the autumn. And plenty of free point of sale material for you. Be ready to meet the demand. Stock up now.



The Philips Ladyshave
Beauty. HP 2107B
Recommended price
£4.50.

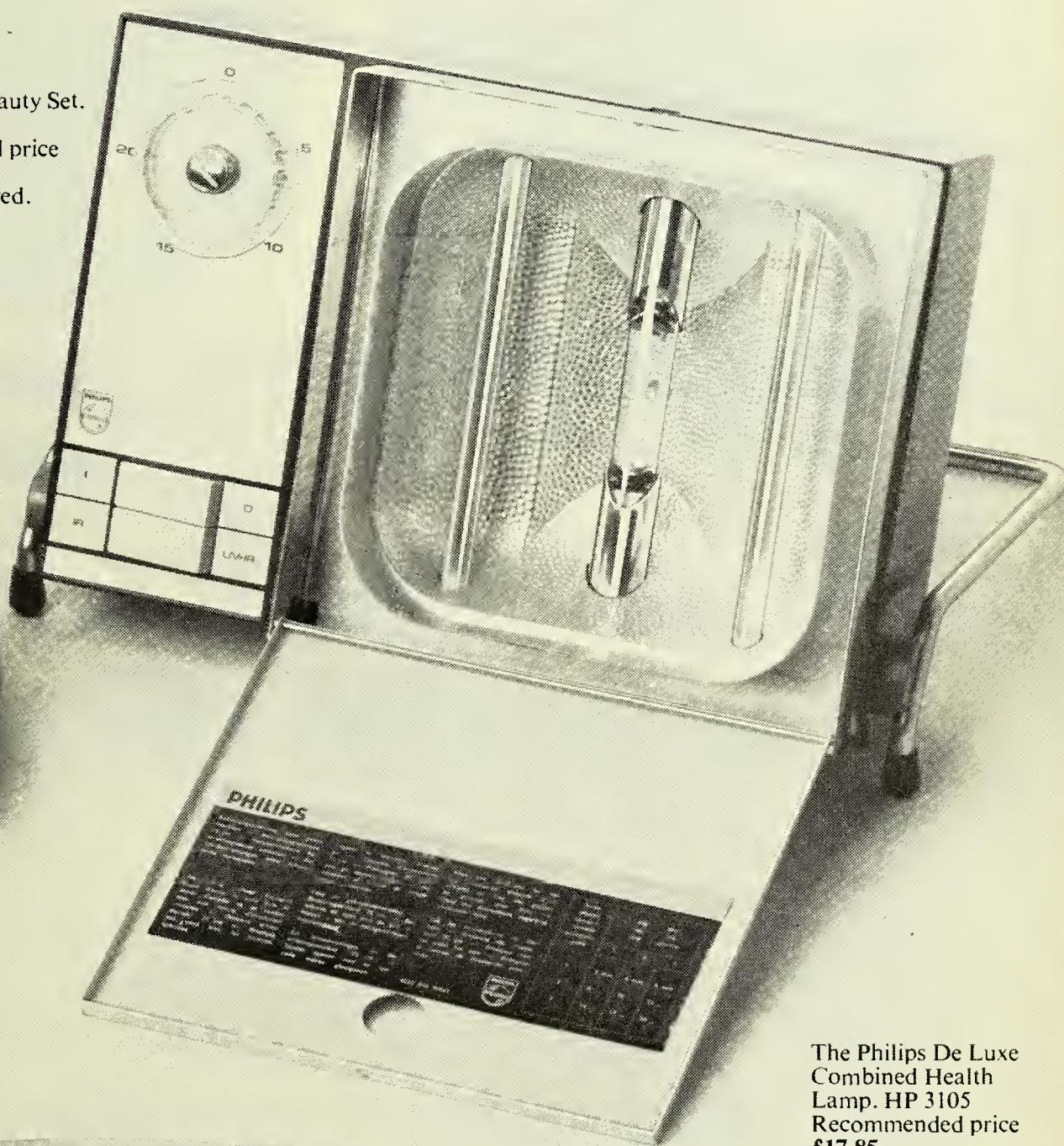
BEAB Approved.

We want you to have the best.

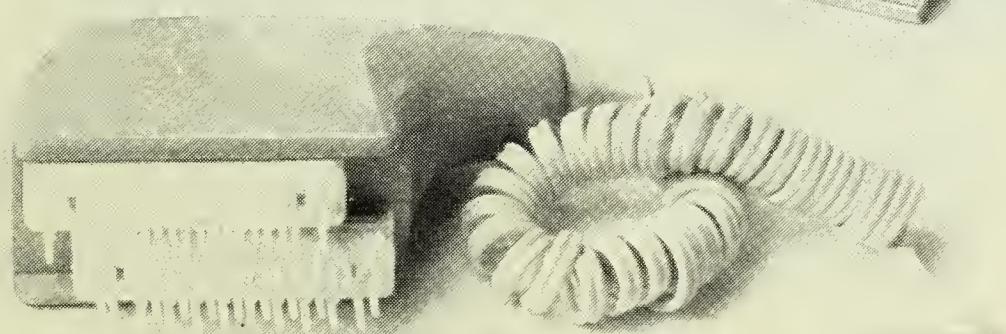
PHILIPS

women beautiful,

The Philips Beauty Set.
HP 2119
Recommended price
£12.60.
BEAB Approved.



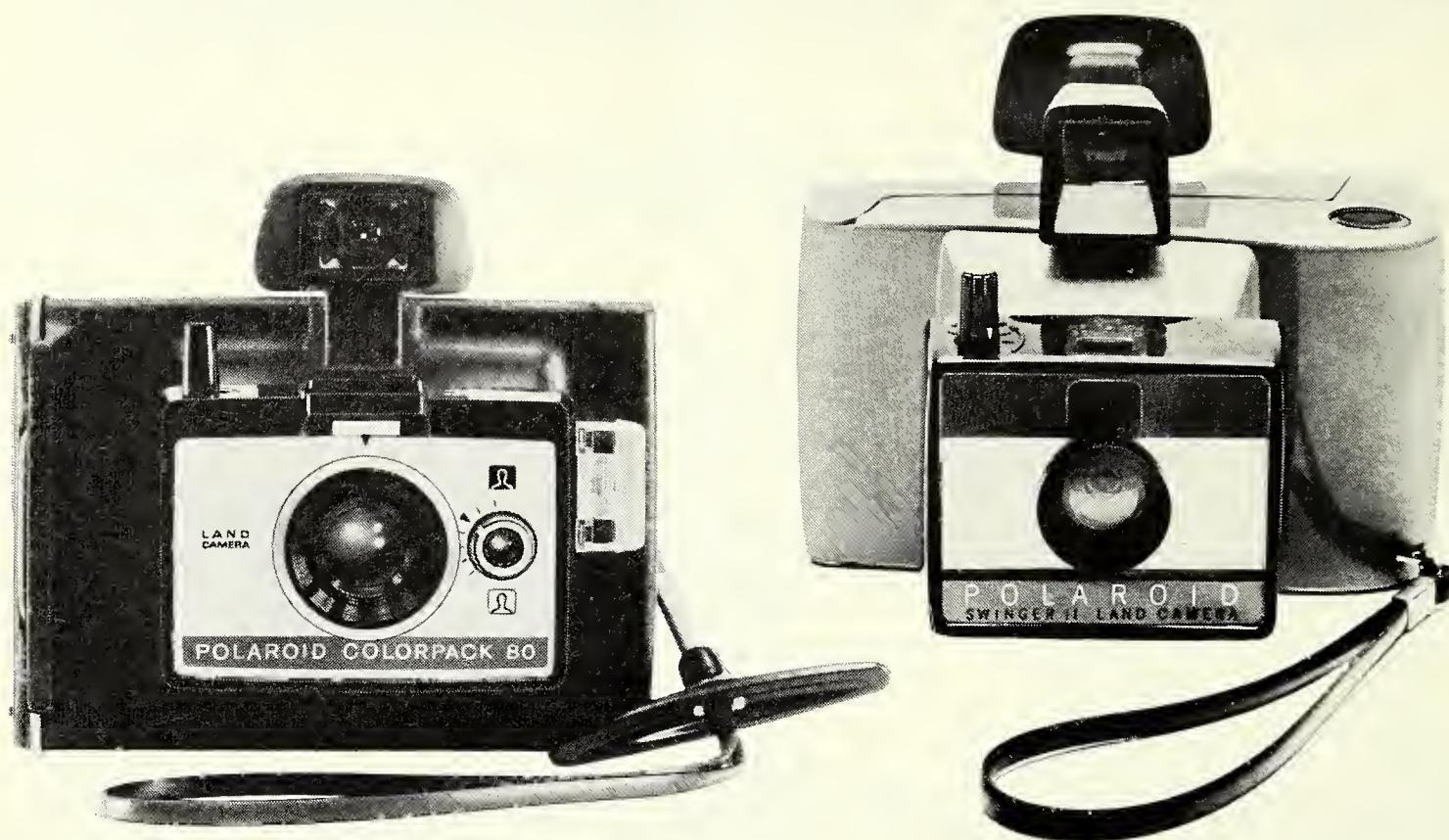
The Philips De Luxe
Combined Health
Lamp. HP 3105
Recommended price
£17.85.
BSI Approved.



The Philips Hair and
Massage Brush. HP 4416
Recommended price £5.25.

Philips Beauty Care





We're ready to put you in the picture

On the left, Polaroid's new Colorpack 80. It takes, develops and prints a colour picture in a minute and a black and white in seconds. Which is one good reason why a lot of people will be wanting one this summer.

Another is that it has the added attraction of the new square format film. On the right, is the Swinger II. It produces finished black and white pictures in seconds. To get them on your shelves, call any of our branches. Delivery secured within a few hours.

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Caerns. 0248-75 403

18/20, Low Green Terrace,
Southfield Lane,
Bradford, 7. 0274-72230

Deeside Industrial Estate,
Queensferry,
Deeside, Glnts. 0244-51-2880

Five new men on the NPU Executive

The National Pharmaceutical Union's Executive Committee has five new members as a result of the election held this month. They are Mr G. Urwin, Mr R. H. Drain, Mr S. G. Bubb, Mr A. H. Moseley and Mr R. G. Worby.

Results in the contested divisions were as follows:

North-western 3: J. C. Leigh 141, R. Clitherow 57.

North-eastern 1: G. Urwin 104, B. V. Atkins 74.

Western 1: D. H. Maddock 44, I. Trevor-Owen 27.

Eastern 3: R. H. Drain 116, M. E. Q. James 67.

Southern 1: A. Howells 123, A. R. Moore 65, J. C. N. Wilford 22.

Southern 2: S. G. Bubb 124, R. Stoddart 62.

Southern 3: J. O. Bond 184, H. T. Franks 48.

The following were returned unopposed in the divisions indicated: A. Medcalfe (North-western 1); H. Steinman (North-western 2); K. R. Rutter (North-eastern 2); D. Royce (North-eastern 3); G. T. M. David (Western 2); A. H. Moseley (Western 3); C. Jacobs (Eastern 1); H. B. Coulson (Eastern 2); A. Aldington, D. N. Sharpe and R. G. Worby (Metropolitan).

Mr Moseley replaces Mr C. H. Smith who has retired, and Mr Worby replaces Mr D. J. Morgan who has not offered himself for re-election.

'Woman' starts free film D & P

Woman magazine has entered the "free film" developing and printing service market. This week's issue announces that readers' films, no matter what make, will be processed by "one of Britain's most reputable photographic firms" and returned within five days, plus a free Kodacolour film and a voucher to save towards free "jumbo sized" colour enlargements.

"All this for no more than you would normally pay in a shop for developing and printing only!" A credit system is being operated for negatives that cannot be printed.

The D&P charges are as follows: eight pictures taken £1.10; 12, £1.50; 20, £2.30; 36, £3.90. The service is available only in the UK.

Control of assistants: policy review

The Council of the Pharmaceutical Society is to look again at its policy on the number of assistants which may properly be controlled by a pharmacist in general practice.

The suggestion was made by Mr K. A. Lees at the April meeting of Council. He said his sole concern was that the Society should be able to say at any time in the future that its policy in respect of supervision of the number of assistants could be stated as a modern and up-to-date policy which could be seen to have taken note of any events which had taken place in the past few years.

Mr Lees said there were a number of points which justified a further look being taken at the policy although it would satisfy him if after re-examining the situation, the Practice Committee re-affirmed the 1961 position. He also proposed that the committee should consider what publicity should be given to the policy. Mr J. C. Bloomfield, chairman of the Practice Committee, seconded the motion, which was carried.

The report of the Committee on the General Practice of Pharmacy said in 1961 that where only one pharmacist was employed in an establishment, three assistants was the most that should be employed in the preparation or supply of medicines.

Social benefits campaign

Sir Keith Joseph, Secretary of State for Social Services, has launched a £340,000 advertising campaign to encourage the take-up of welfare and social security benefits — including exemptions from prescription charges. The spring and summer cam-



Sir Hugh Linstead, left, presented a chairman's badge of office to the London Branch of the Guild of Public Pharmacists on Monday. The badge has been donated by Macarthy's Pharmaceuticals Ltd, of which Sir Hugh is chairman. Receiving it is Mr J. R. Peattie, the Branch chairman

paign includes: 30 million leaflets, £150,000 of Press advertising, £100,000 of television advertising, 350,000 copies of a new free family benefits guide, and 120,000 posters.

Three million leaflets dealing with free prescriptions on income grounds will be available from Post Offices and Social Security offices, and a simple leaflet will provide an income guide for the receipt of this and other benefits such as free milk, welfare foods and other health charges.

The campaign covers England, Scotland and Wales. Northern Ireland are conducting their own campaign.

Tariff changes in Scotland

New lists of appliances and reagents that a practitioner may supply or order for his patients under the NHS, are contained in amendment Regulations circulated by the Scottish Home and Health Department last week.

The Regulations now stipulate that appliances supplied by chemists must conform to specifications included in the Drug Tariff (Scotland) — those of a grade "not inferior" to Tariff or BPC quality were previously admitted. Appliances must also be ordered in accordance with any direction given in the tariff.

Masks are now prescribed appliances only where they have to be worn as a necessary part of treatment during exposure to smoke polluted fog by patients who are suffering from cardiac disease or respiratory disease.

The amendments allow chemical reagents, which are now also to be the subject of Tariff specification, to be supplied to a patient by a practitioner for immediate use or for use until a supply can otherwise be obtained.

The NHS (General Medical and Pharmaceutical Services) (Scotland) Amendment Regulations 1971 (SI 472 (S69); HMSO, price £0.05).

Doctors 'no' to charges

The concept of cost-related prescription charges is unacceptable to the General Medical Services Committee of the British Medical Association on clinical grounds.

This emerged after a full debate on the subject where it was decided that the treatment of patients could be affected.

A resolution to that effect formed the basis of a report presented to the BMA council on Wednesday.

Now a mobile surgery

Mobile pharmacies have been mooted for some time but the necessary legislation to permit them has not yet been made. Now four doctors (who do not need legislation to practice from mobile quarters) in Cornwall have, with the aid of the Nuffield Provincial Hospital Trust, begun a mobile surgery from Bodmin. The mobile which makes daily trips to villages in the area is said to contain "a dispensary," waiting room, consulting room and an examination room.

Queen's Award to industry: 1971 winners

The Wellcome Foundation Ltd is one of only four companies to gain the 1971 Queen's award to industry for outstanding achievements in both export and technological innovation. Their exports consisted of pharmaceutical and biological products and fine chemicals and the award for innovation for the development and production of Septrin.

Two other well-known pharmaceutical houses get the award for their exports — the Beecham Group's pharmaceutical division, for human and veterinary prescription medicines and Glaxo Laboratories Ltd, for pharmaceuticals and for infant and invalid foods.

For Glaxo Group it is the fifth consecutive year that one or other of their companies have been honoured while for Beecham it is their third award.

Other companies known to pharmacists who received the 1971 award for export achievements are:

Cannon Rubber Manufacturers Ltd. for moulded rubber and plastic goods. Cannon won the award during the year of its inception (1966). Exports account for 53 per cent of the company's total turnover;

Gillette Industries Ltd for razors, blades, toiletries;

Manesty Machines Ltd for tabletting machinery;

Proprietary Perfumes Ltd for perfumery compounds and flavourings;

Thermos Ltd for vacuum flasks;

James Burrough Ltd for gin; and

Bexford Ltd for photographic film, etc.

Two divisions of Imperial Chemical Industries Ltd — the dyestuffs and agricultural—each receive awards, the first for exports and the latter for technical innovation in the production of methanol. The city merchants, Lewis & Pleat Ltd have also won the award.

Altogether there were 110 awards made.

Farm and Garden regulations

The Minister of Agriculture has announced that he expects to make Regulations under the Farm and Garden Chemicals Act next month.



Mr G. Gowan (right), general manager of Plymouth branch of Sangers Ltd makes a presentation of a pair of 200-year-old silver candlesticks to Mr L. A. Renshell, chairman of Sangers since 1963, on April 20 to mark Mr Renshell's recent retirement. The presentation was on behalf of Sangers' staff throughout the country to a chairman who was called in when the company was in a difficult financial position. The new chairman is Mr Hugh Nicholson

A planned service: new body needed

A planned pharmaceutical service should not come under the aegis of the Pharmaceutical Society, Professor A. M. Cook, head of the Welsh School of Pharmacy, said on April 20.

Professor Cook, who was addressing the Pharmaceutical Group session of the Royal Society of Health's annual congress in Eastbourne, said that the Society would be open to the objection that it was biased in favour of its members who were mainly retail pharmacists. Some body with more nominated members and wider powers analogous to the General Medical Council might be the answer, suggested Professor Cook.

Professor Cook asserted that at present too little factual information was available for a planned service to be properly considered. He felt that the Pharmaceutical Society and other interested bodies should encourage research in this field.

Professor Cook described how the results of a survey carried out by the Welsh School of Pharmacy had shown that the number of health centres and group practices was likely to increase much more rapidly than had been expected and that it was highly probable that 25 per cent of existing pharmacies might close in the next five years.

Part of the Welsh School of Pharmacy survey which was carried out for a MPharm thesis by Mr D. H. Maddock was published in the CHEMIST AND DRUGGIST, March 27, p 354, and April 3, p 376. The story

pictorial display on loan through the courtesy of the French Embassy.

Following the official opening reception Professor J. D. H. Widdess, the son of a pharmacist, gave a lecture on "French Schools of Surgery and the Royal College of Surgeons in Ireland."

TV support for 'C&D' proposal

Bernard Braden, in his television programme "Braden's Week" on Saturday criticised the Department of Health for delays in dealing with the problem of warning patients about drug interactions.

Mr Braden began by saying he was unaware of the possibility of medicines and food interacting. He believed many of his audience would also be unaware of that situation, and added that "a specialist" writing in the CHEMIST AND DRUGGIST had suggested that doctors should issue cards to patients indicating with which drugs they were being treated. Chemists could ask to see this card when over-the-counter medicines were requested, and could advise on the dangers of interaction.

[The suggestion was made by E. C. Tenner in Open Shop (C&D, March 27, p 356).]

Mr Braden thought it was an excellent idea. His team put it to the Department of Health, whose spokesman admitted the idea was good and would pay for itself, saving suffering and even lives. However, there would be difficulties in that cards would have to be revised — doctors were already working under pressure — and patients might not always be carrying the card when it was needed.

During discussions with the Pharmaceutical Society he had learned that the Society had produced such cards that referred to possible interactions, but the Society could only allocate about £300 from its funds for the project and having proved such a scheme was successful had passed the suggestion to the Department of Health.

The letter confirming the value of the cards was sent to the Department with the suggestion that they should take over.

Nothing had been heard about that since, and Mr Braden criticised the "indifference" of the Government Department in this very important matter.



Members of Allen & Hanburys' staff who have completed 40 and 50 years' service — from left: Mrs E. Farnham (40 years), Mr M. J. Smith (managing director), Mrs Mathson (guest) Mr W. G. Mathson (50 years), Mr J. C. Hanbury (chairman), Miss H. Rainbird (40 years) and Mr N. Watson (40 years)

A & H "veterans" hear a company success story

Membership of Allen & Hanburys Veterans' Association (open to personnel with minimum 25 years' service) grows larger with each successive year. At their annual dinner an opportunity is normally afforded to welcome the new entrants but at this year's function, held last Friday, so numerous were they (44) that the chairman, Mr J. C. Hanbury, decided their names be "taken as read."

Messrs R. W. Bernasconi, W. G. Mathson and A. Ward have completed 50 years' service and five others, 40 years.

Proposing the toast to the company Mr H. Meadows mentioned some of the "famous characters" he had known at A & H. The most outstanding, he said, was Mr C. W. Mapleton who had been responsible for setting up a network of committees for joint consultation and negotiation. He had also begun a system of day release for further education and the speaker had been one of many to have benefited from that scheme.

For the benefit of those who had been retired for a number of years the chairman recounted the success story of one of the products (Ventolin) evolved from A & H's research laboratories.

American link for ICI

One consequence of the approved bid by Imperial Chemical Industries Ltd for Atlas Chemical Industries Inc will be the acquisition of a number of "ethical" and other pharmaceutical products to add to ICI's growing range.

It was announced last week that the boards of the two companies had unanimously approved an agreement for the consolidation of Atlas with ICI America Inc.

Atlas Chemical Industries is a speciality chemical and pharmaceutical company with headquarters in Wilmington, Delaware. In the US it has plants in Delaware, Missouri, California, Pennsylvania, Tennessee and Texas. Through subsidiaries and affiliates it also operates in Canada, Mexico, Latin America, Europe, Japan, India and Taiwan. Atlas reported consolidated sales in 1970 of \$155 m and profits of \$6.3 m. Pharmaceuticals are marketed by Atlas' Stuart pharmaceuticals division. The products include gastrointestinals (Mylanta), antianginals (Sorbitrate), laxatives and vitamins.

Chairman of the new company will be Mr W. B. Duncan, chairman and chief executive officer of ICI America Inc, and president and chief executive officer, Mr E. J. Goett (president and chief executive Atlas).

Research unit open days

Open days are being held this year at two research establishments of the Department of Trade and Industry—the National Physical Laboratory, Teddington, Middlesex, and the Laboratory of the Government Chemist, London.

The NPL open days are May 11, 12 and 13, when the theme will be "measurement science." The laboratory will be open to invited scientists and technologists who have a specialised interest in the field.

The Laboratory of the Government Chemist will be open on October 20 and 21.

COMPANY NEWS

Sturge's versatile citric acid plant

If citric acid or citrates should ever take the place of phosphates in the detergent industry, as some reports have suggested they might, the quantity of citric acid required would greatly outstrip the present world production capacity and be in excess of the quantity of sugar beet molasses available for the purpose, said Mr A. R. Foxall, chairman, John & E. Sturge Ltd, in his annual address.

The company's submerged process designed to be equally able to use either cane or beet molasses would be of considerable significance, he said, because cane molasses was in freer supply and in some parts of the world was more favourably priced. From a technical point of view the company was in a position to consider a large increase in citric acid production.

Record sales for Eli Lilly

First quarter consolidated sales of Eli Lilly & Co, Indianapolis, USA, were about £81 m — a record.

After consolidating results with Elizabeth Arden Sales Corporation, which was acquired in January, the volume was up about 8 per cent.

Estimated earnings were £12 m. Although 12 per cent lower than those recorded in the first quarter of 1970, they were the second highest for any quarter in the company's history.

Reckitt and Colman pay more

Profits, before tax, of Reckitt & Colman Ltd in the year ended January 2 were up from £16.15 m to £16.85 m and the board recommends raising the total dividend by 1 per cent to 17 per cent.

Sales showed a healthy improvement in the second half, according to the chairman, Mr A. M. Mason.

The company's US business took until the last quarter be-

fore recovering from earlier setbacks. Other major overseas businesses "performed well."

UCAL exports to US

Ucal Ltd, Cheltenham, Glos., have received an order for 100 doz of their Beetham's glycerine and cucumber.

The same recipe, created 130 years ago, to produce the cosmetic is still in use today.

An American agent had searched the country for a traditional English label, and he decided that the Regency lady, in a large feathered hat, would satisfy the American liking for something English.

The American order, and a doubling of export orders in the last 12 months, is a revival in the fortunes of the company who, within the space of two years, had their buildings destroyed by two disastrous fires.

In brief

Booker McConnell Ltd, through its subsidiary, Booker Belmont Ltd, is one of four sponsors of a new buying combine, Independent Marketing Services Ltd which has a projected annual turnover of £250m by 1974. At the moment IMS is mainly interested in grocery but a group of 21 retail pharmacies (Kingswood) is linked to the consortium through Booker Belmont.

Mr J. David Thomas, MPS, has acquired the pharmacy of Mr Charles H. Ecob, MPS, 25 High Street, Walsall Wood, Staffs, who has retired after fifty years on the Pharmaceutical Register. The pharmacist in charge is Mr Graham H. Careless, MPS.

Jeyes Group Ltd. The chairman, Mr S. N. Steen, told the annual meeting last week that the first quarter results show an improvement on the first quarter of 1970.

Frank Yantin, MPS, trading as Lloyd Bruce, chemist, has acquired the business of Easton chemist Ltd, 215 Victoria Park Road, London E 9.

NV Chemische Fabriek Naarden: Group sales rose from just over 159 m guilders in 1969 to 182 m. Consolidated net profit rose by 13.7 per cent (22.3 per cent) to nearly 6 m guilders.

Stectley Co Ltd: Trading in January and February was on budget although a falling off in orders in some UK sections occurred in March, states the chairman, Mr N. M. Peech.

Appointments

Dorothy Gray Ltd have appointed Mr G. M. Horner area representative for their West Midlands-North Wales territory.

Cyanamid of Great Britain Ltd have appointed Mr A. C. Rix regional manager, Europe, in their consumer products division.

Rowland James branch, Vestric Ltd: Mr D. L. Taylor, who has been assistant branch manager at Cardiff for 20 months, has been appointed branch manager.

Germaine Monteil (UK) Ltd have appointed Jim Gilbertson (47), managing director of the company as from May 1.

Yardley-Ireland: Mr Eamon Staunton has been appointed general manager of Yardley of London (Dublin) Ltd.

L'Oréal (Golden Ltd) have appointed Mr Derek L. Pace to the position of national sales manager (consumer division).

Wellcome Foundation Ltd: Mr David Godfrey, managing director, Calmic group, is to join the board of the Foundation on May 1. On the same day he becomes chairman of Calmic.

NEWS IN BRIEF

□ The premises of the Pharmaceutical Society of Ireland were broken into recently and a mahogany box containing the Society's seal was stolen.

□ The Statutory Committee of the Pharmaceutical Society of Great Britain meets at the Society's London headquarters on April 29 to consider four new cases and to reopen two inquiries which were previously adjourned.

□ The April list of amendments to the Scottish Drug Tariff includes reductions in the on cost allowance for oxygen services from 10½ to 10 per cent, operative from February 1, and from March 1, ½p increases in the oxygen professional fee, urgent fees and delivery allowance.

□ The Minister of Agriculture has asked the Advisory Committee on Pesticides and other Toxic Chemicals to advise him whether further precautions are needed following recent reports that the herbicide 2,4-D might be harmful to wild life.



Mr Gordon S. Souter, MPS, AMBIM, who has been appointed managing director of Radiol Chemicals Ltd. Qualifying as a pharmacist in 1953, Gordon Souter entered retail pharmacy and was concerned particularly in veterinary pharmaceutical sales. He joined Radiol Chemicals in 1967 and was appointed to the board in 1969

PEOPLE

Mr H. W. Davies, MPS, branch manager at the Rowland James branch of Vestric Ltd in Cardiff for 30 years, has retired. After qualifying as a chemist and druggist in 1931 and a short time in retail work, Mr Davies owned his own businesses for 10 years. He then joined Rowland James Ltd as a director and branch manager of the company's Cardiff branch.

Dr D. W. Kent-Jones, BSc, M Chem A, FRIC, president, British Industrial Biological Research Association, is to receive the Society of Chemical Industry's medal.

Deaths

Barlow: Suddenly, on April 11, Mr Arthur Barlow, MPS, 32 Pingle Road, Sheffield 7. Mr Barlow qualified in 1942. Mr W. F. Patterson writes: Arthur was one of nature's gentlemen. His quiet advice and encouragement will be greatly missed by his colleagues on the Society's branch committee.

Webster: Recently, Mr John Webster, Arbroath, aged 62. Mr Webster qualified in 1931 and held posts in Aberdeen and in the Orkneys before going to Arbroath where he eventually took over a business in the High Street.

THE XRAYSER COLUMN

Council election

The opportunity you have offered of a more leisurely appraisal of candidates for the forthcoming election of Council of the Pharmaceutical Society will be welcomed by your readers. As yet, I have done no more than read through the policy statements, and I was struck by the contrast exhibited by the first and the last.

Storming the citadel is Mr K. W. Youings, who states that he does not seek popular support by denigrating the efforts of previous Councils. But I am a little surprised to find that Mr W. A. Beanland, who has been chairman of the Ethical Committee, refers to imbalance of the present Council, partly due to unwise co-optation and partly "by having among its members those who lack both the will and the wit to become part of an effective team, and who thrust their share of the work upon the shoulders of others." One must suppose that it is Mr Beanland's sense of ethics which restrains him from identifying those he has in mind. If so, it is to his credit, if not to our enlightenment.

It might have helped, in a process of elimination, if he had told us the names of those who had the shoulders. But if we are not to be told, what is the point of making it a plank in an election statement? To have any relevance in the forthcoming election, the words can only be taken as casting doubt on his colleagues who are seeking re-election — and that, as Mrs Malaprop might have said, seems "scarcely creditable."

Question and answer

It has been said that it is one of the happiest characteristics of this glorious country that official utterances are invariably regarded as unanswerable. One is almost tempted to conclude that questions asked in the House come into the same category. For example, Mr Michael Alison, Under Secretary of State, replying to Mr Simon Mahon, said that he had no evidence of patients striking out items in prescriptions because of cost (p 452). It will be noted that Mr Alison was careful to say that *he* had no evidence. He did not say that there *was* no evidence. How could he, unless he had gone on a fact-finding tour of pharmacies to see for himself?

Since the increased charges took effect on April 1 the pricing authorities have not yet had the forms for April, so no evidence could be expected from that quarter. Unlike Mr Alison, I have evidence of prescriptions being altered by deletion, and perhaps the best thing Mr Mahon could do would be to raise the matter again at a later date. He might even be able to arm himself with incontrovertible evidence from one or two pharmacies in his constituency.

In the same report, Mr J. R. Kinsey referred to the difficulty of getting chemists to set up in outlying estates in the Birmingham district, and asked the Minister to have talks with the pharmaceutical bodies to get facilities established in such areas. I sympathise with Mr Kinsey and with the people in the area, but what is the health centre policy in the areas mentioned? And can one reasonably expect a pharmacist to invest a large sum of money, only to find that in a short time a centre housing all the doctors of a large area will leave him on a pharmaceutical desert island?

Publicity

A campaign is to be instituted, at a cost of £340,000 to persuade people to take up their welfare and security rights. Delay in publishing the details is already causing hardship in connection with increased prescription charges. Why the cart in front of the horse?

Full supporting programme from Lastolita

We're supporting your customers first. In the nicest possible way—with Lastolita foundation stockings. Lastolita look as sheer and as fine as fashion stockings yet they fully meet NHS specifications for lightweight elastic yarn stockings. So your customers get a tremendous boost for themselves AS WELL AS support for tired, aching legs.

We're giving bigger-than-ever support to YOU this year, too. With a national advertising campaign using large space insertions in Woman, Woman's Own and Woman's Weekly. With eye catching sales aids for window and counter. And with a really reliable, by-return delivery service.

There's plenty more to tell about Lastolita—the no-quibble guarantee, the exceptional discounts for quantities of six or

more pairs, and the personal attention that we're able to offer from a big sales force that calls EXCLUSIVELY on retail chemists. Get the full story from your Lastonet representative.

Or write to the address below.

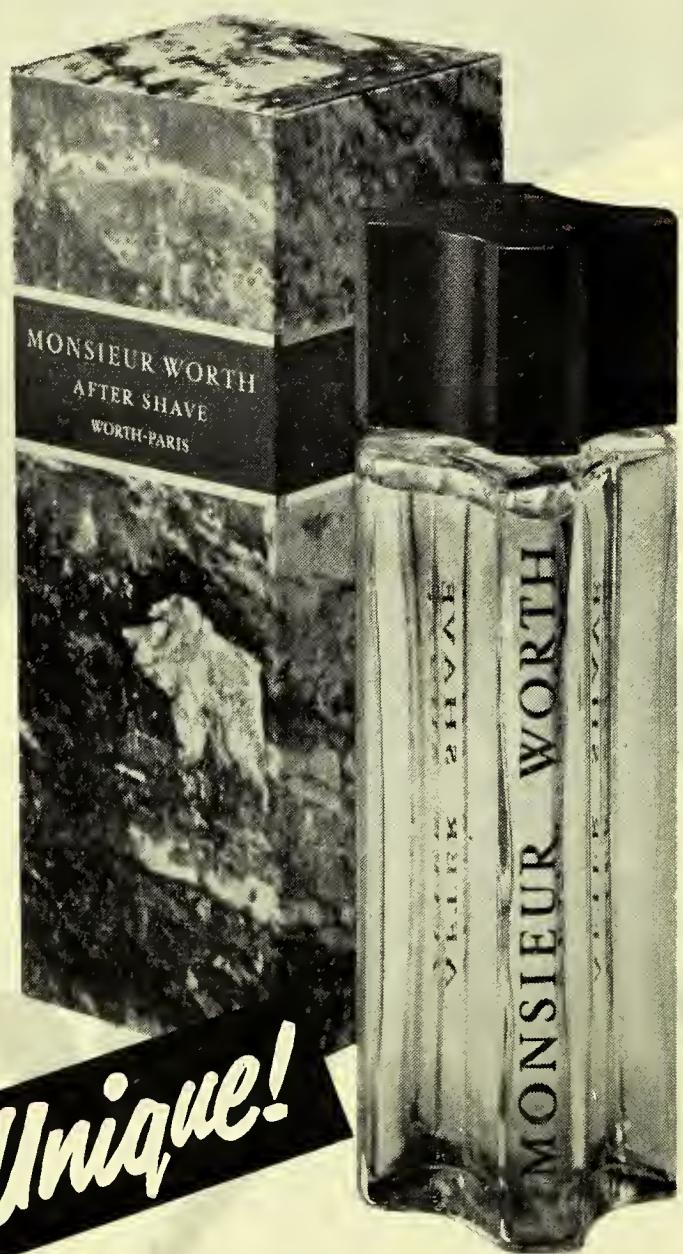


We are participating in the EXPECTANT MOTHER INFORMATION SERVICE—250,000 potential customers for Lastolita stockists.



Lastolita

-you never can tell·Lightweight foundation stockings·Lastonet Products Ltd., Redruth, Cornwall,



MONSIEUR WORTH

ORDER FORM

To Worth Perfumes Ltd., 160 Thames Road, London, W.4.

Please supply:

After Shave
Ref. 5805 3½ fl. oz.

Recommended Retail Price
£2.10

Quantity doz.

Eau de Toilette
Tef. 5505 3½ fl. oz.
Ref. 5506 7 fl. oz.

£3.15
£5.25

..... doz.
..... doz.

Please also supply display material

We would like to have a Window Display installed

NAME
ADDRESS

Only the skill together with the vast knowledge and experience of Les Parfums Worth could produce such rare perfection in men's toiletries—worthy of the name Monsieur Worth. It took years to find the right elegant tone but it only took months for Monsieur Worth to find acceptance everywhere. It is unique—it is for the selective and the fortunate.

WORTH PERFUMES LTD 160 THAMES ROAD LONDON W4

Eau de Je Reviens by WORTH

New!



Something new in the world of perfumes! Another exciting creation from Les Parfums Worth bringing a new inexpensive luxury to one of the world's greatest fragrances—Je Reviens.

Inspired for the active woman who eagerly accepts her independence but who also cherishes her femininity. Eau de Je Reviens is a fragrance both young and vibrant, subtle and sophisticated.

Priced so that women can afford to use it lavishly—so that Eau de Je Reviens will sell itself again and again and again.



ORDER FORM

To Worth Perfumes Ltd., 160 Thames Road, London, W.4.

Please supply:

Eau de Je Reviens
Ref. C1504 1½ fl. oz.
Atomizer

Recommended
Retail Price
£1.25

Quantity display
outers each
containing one
dozen atomizers

Please also supply display material.....

We would like to have a Window Display installed

NAME.....

ADDRESS.....

NEW PRODUCTS AND PACKS

Over-the-counter medicinals

Footspray with a dual market

Germolene footspray is claimed to offer effective treatment for athlete's foot and "instant" comfort for hot tired feet. The makers say that in test market last year it scored a notable success, and therefore they are to undertake national advertising, breaking June 1. (Beecham Proprietary Medicines, St. Helens, Lancs.)

Cosmetics and toiletries

Morny and two age groups

A perfume for those who travel and soap to make bath time fun for the young are Morny innovations.

The perfume, Liberty, is strikingly fresh and light and is expected to appeal to a wide age group.

Liberty Fragrance is offered as a spray mist (£0·85) or a roller perfume (£0·85) in a pretty "crystal-cut" phial, just 3 in long and $\frac{1}{4}$ in diameter. The perfume (£0·88) is in a "classically elegant" glass bottle.

Liberty bath foam is a rich amber liquid which produces a blue sea in the bath. Pack is a 118 cc bottle (£0·75). Liberty talc (£0·38) is of the finest Italian talc and has excellent slip qualities and hexachlorophane has been added. Container is of flexible polystyrene. The hand soap is packed either in a box of three (£0·48) or as a single tablet (£0·16); then there is the hand soap traveller, single tablet in travel container (£0·31). The bath soap is offered as a box of three (£0·78) or single tablet (£0·26).

For children come soaps skilfully modelled in the image of two popular characters: Rupert, who appears daily in the *Daily Express* and now has his own programme on ITV, and Parsley, who appears in *The Herbs and Adventures of Parsley* on BBC/TV. Both soaps have matching tales.

Two 3 oz tablets of Rupert Bear soap (£0·49) are each wrapped in yellow polyurethane foam squares and sold in a gay yellow carton depicting Rupert in his garden with his faithful black cat and some of his friends.



Rupert talc (£0·35) is sold in a slim, easily held sprinkler pack which also shows, in full colour, Rupert in his garden. Two sculptured Parsley soaps are in a bright and colourful carton (£0·49) showing Parsley with Bayleaf the Gardener, Dill, and Sage the Owl. Parsley talc (£0·35) is packed in a matching container. (Morny, 17 Old Bond Street, London W 1.)

Lilies of the Valley Spin-Flo

To "Welcome Spring," Picot make a new eau de toilette with their Lilies of the Valley fragrance available in Spin-Flo roll ball applicator (£0·32½). Lilies of the Valley Spin-Flo is in a "cool green" presentation.

A bright new counter display has been devised that carries the full range of Picot's Spin-Flo products. (Picot Ltd, 50 Upper Brook Street, London W1Y 2AE.)

New Eau de Je Reviens atomiser

Worth Perfumes announce their very latest creation Eau de Je Reviens (£1·25) in an elegant practical atomiser containing 1½ oz. The crisp blue, white and gold box echoes the clean modern lines of their successful Monsieur Worth range for men. The selling approach is "The perfect match . . . for her: Eau de Je

FRESH IDEA FOR FEET!

New Germolene Footspray cools, refreshes, stops perspiration and odour

Reviens for him: Monsieur Worth." (Worth Perfumes Ltd, Magnolia House, 160 Thames Road Chiswick, London, W 4 3 RG.)

Eylure's dozen

Eylure have introduced twelve new shades of nail polishes (£0·39). The fine pearlescent shades are: Oyster Pearl, Pink Icing, Mushroom Pink, Mandarine Pearl and Neopolitan Pink. The seven plain are: Carmello, Plum Mousse, Tangarine Mousse, Warm Brandy, Peach Poppy, Pink Poppy and Red Poppy. (Eylure Ltd, 58 Bridge Road East, Welwyn Garden City, Herts.)

Sundries

Philips expand beauty care range

A new Ladyshave (£4·50) designed specifically to appeal to the young sector of the market, comes from Philips.

The Ladyshave Beauty is finished in avocado green and has the same specification as the Ladyshave Standard including a protective pouch for easy storage and travel. An individual eye-catching pack is fully backed by point-of-sale material.

An electric hair and massage brush (£5·25) is Philips latest addition to hair care products. The Philips hairbrush is designed to untangle hair without breaking or pulling, massages and cleanses the scalp and eliminates traces of lacquer distributing shampoos evenly. It is also useful for wigs and hairpieces. Finished in almond green and white and with an attractive matching case the Philips electric hair massaging brush comes complete with two sets of detachable brushes, one soft and the other harder.

There is also a deluxe version of Philips existing combined health lamp for home ultra-violet and infra-red treatment. It uses a new exposure table that cuts treat-

ment times by up to 50 per cent. Deluxe Combined Health Lamp (£17.35) includes a timer and on/off switch.

The new Philips Beauty Set (£12.60) is in a deep yellow circular case. It contains a Ladyshave with twelve appliances for use on the face, body and nails. The Ladyshave head is removable and in its place an adaptor is attached to supply drive for any of the six nail appliances — two files, a nail buffer, cuticle stick, nail brush, callus remover or six appliances for the face and body which cleanse and massage comprising a lotion applicator, cream applicator, deep massager, medium massager and soft massager. (Philips Electrical Ltd, Century House, Shaftesbury Avenue, London WC2H 8AS.)

Gardening

Rentokil products for summer pests

Rentokil Laboratories announce three new products for use against household pests.

Rentokil ant gel is a clear jelly containing chlordcone which the foraging worker ants take back to their nest thereby destroying the whole colony.

Rentokil ant gel is packed in tubes of 30 g (£0.17) and in display outer of 20.

Rentokil insect powder can be used in the house and garden against all forms of crawling insects, including beetles, silver fish, spiders, earwigs and larder pests. It can also be used in dustbins to prevent flies breeding there. Each pack contains 85 g (£0.21).

Rentokil wasp nest killer (£0.21) is in a specially designed pack from which a liberal dose of the insecticide carbaryl can be quickly puffed into the entrances of wasps' nests in walls, banks or hedgerows. It is also effective against ants' nests. All three products have been cleared under the Pesticides Safety Precautions Scheme. (Rentokil Laboratories Ltd, Webber Road, Kirkby, Liverpool.)

Sundries

Detectable dressings

To eliminate "foreign bodies" from foods or pharmaceuticals is an important aspect of quality control that is fraught with difficulties.

With their experience of first aid dressings, and the knowledge that their Associated Plastics Co has of the food packing industry, Smith & Nephew have developed Airstrip Detectable — an easy to see microporous first aid dressing, with the non-toxic adhesive. Airstrip Detectable is detectable electromagnetically.

The bright blue dressings are impregnated during manufacture with a ferromagnetic conductive element — detectable even where food is wrapped in aluminium or tin foil. The impregnation makes the whole of the dressing detectable.

Three sizes of dressings are available, 3 x $\frac{7}{8}$ in (£1.02), 1 $\frac{1}{2}$ x 1 $\frac{1}{2}$ in (£0.92) and 2 x 3 in (£1.02). Also introduced is a 1 in x 5 yds. (£0.19) blue waterproof detectable strapping plaster, especially useful to protect against chafing or abrasions where operatives are using knives, scissors, or handling sharp edged materials. (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.).

PROMOTIONS

Vaseline 'Dottomania' contest

A double promotion for consumer and retailer has been devised for Vaseline shampoo, with a game called "Dottomania."

Weekly, from May 31 for ten weeks, through the peak summer months, consumers can win a £50 "spending spree" voucher, or a runner-up prize of a Pond's Stayfast lipstick; and, at the same time, try their skill at the amusing new competition "Dottomania."

Entry forms attached to all medium and large size bottles of Vaseline carry a clue and a number of dots. The consumer has to link the dots so as to form correctly the star constellation Sagittarius, and add a slogan about Vaseline shampoo.

Retailers who deal directly with a Chesebrough-Pond's representative are invited to play the "Dottomania Limerick" game. Four lines of a limerick on this promotion require to be completed by a fifth; and the cleverest or most apt final lines win the authors a heavy silver-plated heirloom goblet. Thirty goblets will be awarded every week.

Display material is available from Chesebrough-Pond's representatives, and the game will be advertised in *19, Woman, Woman's Own* and *Sunday Mirror* through the promotion. (Chesebrough-Pond's Ltd, Victoria Road, London NW 10.)

Dettol 'baby of the year'

Following encouraging consumer response to two previous Dettol "Baby of the year" contests, Reckitt & Colman's pharmaceutical division are organising a third contest to be judged in March 1972.

The contest will be run as an on-pack competition, and each Dettol bottle will bear two "Baby of the year" labels. The front labels announce the prize structure — two first prizes of £500 each for boy and girl of the year; ten second prizes of £50 for the five runners-up of each sex, and 100 consolation prizes worth £1 each.

The contest is open to babies born between August 1, 1970 and October 31, 1971, inclusive. Consumers enter the competition by cutting out a portion of the label, attaching it to any size photo of the baby and sending it to "Baby of the Year" Competition, PO box no. 111J, Dansom Lane, Hull HU8 7DR.

Eucryl campaign

Eucryl are currently running an advertising campaign in the national press for their smokers' toothpowder. There are counter leaflets giving particulars of a limerick competition. (Eucryl Ltd, 7 Oakley Road, Southampton, Hants.)

Foamy offer

Sample can of Foamy aerosol shaving cream, is being given by Gillette to purchasers of Techmatic Razors. Techmatic promotional packs will now include a 55 g-can of Foamy. (Gillette Industries Ltd, Great West Road, Isleworth, Middx.)



Following the introduction of their new range of pest control products for the gardener, Bayer Agrochem Ltd, Eastern Way, Bury St Edmunds, Suffolk, are offering this display stand for the rose care products, Elvaron, aphid spray, aphid gun and Dimanin. A stand for green slime remover is also available

Alo 'buy and try' offer

Two new display packs introduced by Alo Cosmetics give retailers a profit of 50 per cent on cost. A "buy and try" pack, which has proved highly efficient in stimulating public interest during test marketing, is available to chemists only on their appointment as an Alo agency. The pack holds three containers — Alo body beautifier, Alo leg moisturiser and Alo hand lotion. The retail price is £1.90, which means that the customer receives the Alo hand lotion (retail value £0.79) as a gift.

The second display presentation is aimed at stimulating chemists' holiday business and is a "kit" for use on the beach or elsewhere — Alo fashion tan to give a suntan without burning, Alo after tan, which will prolong the life of the suntan and Alo soothe ointment, which speeds recovery from insect bites, cuts, etc. Retail price is £2.41. (Alo Cosmetics 184 Great Portland Street, London W 1.)

ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; Cl = Channel Islands.

Andrews liver salts: All except U, E

Band-Aid washproof plasters: Ln, So, M, G, WW, Sc

Iron Jelloids: Ln, Lc, So

Johnson's baby lotion: Ln, M, G, Sc, Lc, WW, So

Johnson's baby shampoo: A

Macleans: We

Scholl exercise sandals: All areas

Silvikrin hairspray: All except E

Silvikrin shampoo: WW, We

Steradent: Ln, M, Lc, Sc, WW, So, U,

We, B, G, C1

Trufood baby milk (humanised): M, Lc, Y, So, WW

Vaseline Intensive Care lotion: Sc, So

Vosene: All except E

Wella: Lc, Sc, WW, So, A, We, B, G

Yeast Vite: All except E

TRADE NEWS

Good start for Coupex scheme

The National Pharmaceutical Union's coupon exchange scheme, Coupex, is off to a good start, with members expressing pleasure at the speed with which the coupons are being redeemed. The response has been so great that additional staff have been drafted in from the NPU Clearing House. No coupons are being refused and no consignment is considered too small or too large for acceptance.

The NPU sees the recent upsurge in popularity of coupons as one of the side effects of the Trade Descriptions Act which has tended to reduce the frequency of other kinds of offers. The announcement this month of Macleans "massive" national 5p toothpaste coupon distribution provides ample evidence, believes the NPU, of the end of the so called coupon "moratorium" accepted by manufacturers during the decimal changeover period.

Hold & Shine in two sizes

Reckitt & Colman toiletries division have announced the introduction of a 12 oz Hold & Shine aerosol (£0.41) in addition to the existing 6-oz can.

An intensive advertising and promotion campaign behind the Hold & Shine range has been planned for 1971 and will include national newspaper and magazine publicity plus personalised trade promotions.

Hold & Shine's "butterfly" identity mark, "symbolising youth and lightness," continues to act as the linking element in all the promotional and printed material.

Claire's Loving Care hair colour is now in new packs of Wedgwood green and white. The design is expected to appeal to women of the age group to whom "the first grey hairs are an unwelcome sign of age." Formula and prices are unchanged. (Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks.)



Mentholatum to market Snug

As from May 1 Snug denture cushions will be marketed in the UK and Eire by The Mentholatum Co Ltd, Slough, Bucks. A statement from Mentholatum's managing director Mr E. S. Hole paid tribute to the excellent service given by Fulford Williams (International) Ltd, over the past 15 years.

Changes in distribution

Armour Pharmaceutical Co Ltd announce that with effect from May 1, Concept Pharmaceutical Ltd, Russell House, 59 High Street, Rickmansworth WD3 2DA, Herts, will market and promote Pentral 80 tempules.

De-Nol, which has hitherto been available from Peptinol Ltd in a 240-ml bottle, is now to be handled by Brocades (GB) Ltd, Pyrford Road, West Byfleet, Surrey, in a 300-ml plastic bottle with an outer carton (£2.70).

New packaging for Lanalem

NPUM have restyled their Lanalem handcream. The product is now presented in two sizes: 45 g (£0.20) and 100 g (£0.28). Packaging is completely new, with straightwalled jars in a black, red and gold design. Lanalem is merchandised in display outers, each containing one dozen.

An afternoon to celebrate

Schering Chemicals Ltd will close down all operations between 12 noon until 5.30 pm on April 30, and all telephone lines will be blocked to enable all staff to join in the celebrations to mark the occupation of their new administrative headquarters.



A new special occasion 200 tablet pack for Saxin, which will be making its debut in May. Specially manufactured by Manuplastics, the tube is black with an elegant gold trim. The new pack comes in display outers (in conformity with other Saxin outers) of 36 tubes. (Burroughs Wellcome & Co, Temple Hill, Dartford, Kent.)

Bonus offers

Inter-Alia Pharmaceutical Services Ltd, Raphael House, 226 High Street North, London E6. K.H.3 capsules. 12 invoiced as 10, until May 21.

Robinson & Son Ltd, Wheat Bridge Mills, Chesterfield, Paddi nappy liners. 7½p off cases of 25 size; 15p off cases of 50 and 100 size. This offer is not available on Paddi Pads as stated last week.

canister of 100 tablets (£2.48, trade)

Supply restrictions PI, S4B

Issued May 1, 1971

LENTIZOL capsules

Manufacturer W. R. Warner & Co Ltd, Eastleigh, Hampshire

Description White pellets of amitriptyline hydrochloride in a sustained-release formulation in 50 mg capsules (size No 2) with a pink body and a red cap and 25 mg all pink capsules (size No 3)

Indications Depression, particularly where anxiety or agitation is a feature

Contraindications Glaucoma or prostatic enlargement. Should not be used concurrently with adrenergic blocking agents

Dosage 50 mg capsules: one capsule at bedtime may be used to replace treatment with one 25 mg amitriptyline tablet three times a day; may be increased to two capsules at bedtime. 25 mg capsules; elderly patients will often respond to 25 mg at bedtime

Precautions Should not be administered concurrently with MAO inhibitors. A period of at least 14 days should elapse between terminating treatment with a MAOI and commencing Lentizol

Side effects Amitriptyline may produce sweating and has some anticholinergic activity which may cause dryness of mouth, blurred vision, constipation, tachycardia and urinary retention. Rarely, hypotension

Packs 50 mg capsules: 50 (£1.42, trade), 250 (£6.40, trade), 25 mg capsules: 50 (£0.70, trade), 250 (£3.15, trade)

Supply restrictions PI, S4B

Issued May 3, 1971

PRESCRIPTION SPECIALITIES

URISPAS tablets

Manufacturer Syntex Pharmaceuticals Ltd, St Ives Road, Maidenhead, Berkshire

Description White, sugar-coated tablets containing 100 mg flavoxate hydrochloride

Indications Symptomatic relief of dysuria, urgency, nocturia, suprapubic pain, frequency and incontinence as may occur in cystitis and urethrotrigonitis. The preparation is also indicated for the relief of vesicourethral spasms due to catheterisation

Contraindications Pyloric or duodenal obstruction, obstructive intestinal lesions or ileus, achalasia, gastro-intestinal haemorrhage and obstructive uropathies of the lower urinary tract

Dosage Two tablets, three times a day.

Precautions Where evidence of urinary infection is present appropriate anti-infective therapy should be instituted concomitantly. Should be given cautiously in patients with suspected glaucoma. Not yet recommended for children under 12 years of age

Notes Flavoxate hydrochloride relaxes the smooth muscle fibres of the lower urinary tract and has analgesic properties

Side effects Stomach upsets on an empty stomach. At higher doses it may cause slight drowsiness

Packs Canister of 30 tablets (£0.80, trade),

New complete treatment for Athlete's Foot - by Scholl

1. TREATING THE CONDITION

Scholl S.1. This liquid Borotannic Complex kills any fungus on the skin and penetrates deeply. It is brushed on easily, dries quickly and requires no dressing. Symptomatic relief is almost immediate. A course of fourteen days treatment however, is advisable to deal with the deep seated spores.



2. PREVENTING REINFECTION

Scholl Athlete's Foot Powder. New Scholl Athlete's Foot Powder was developed as a companion product to S.1 and should be used in conjunction with it—also as a preventative measure against reinfection after the full course of liquid treatment is completed. For dusting on feet and in foot-wear.

Such is the persistence of Athlete's Foot that a recommendation for something new is often sought by the public. These two Scholl products provide a complete course of treatment both new and effective.



Scholl S.1 (Liquid) Rec.Retail Price 37p
Scholl Athlete's Foot Powder Rec.Retail Price 20p



WEEKLY CHANGES AND ADDITIONS

February Quarterly Price List

Trade prices are given per unit unless otherwise stated. Bold upright figures (0·14) in the retail columns indicate the price is subject to retail price maintenance. Italic figures (0·14) is manufacturers recommended price. Light upright figures (0·14) is a suggested guide. A = Price advanced. R = Price Reduced. C = New entry. D = Delete. C = Correction. I = Insert.

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Debut (366 Dendron)											
EF 600											
small	3·64dz	1·90dz	0·59								
medium	6·10dz	3·19dz	0·99								
I 200											
small	4·56dz	2·38dz	0·74								
medium	7·39dz	3·86dz	1·20								
large	12·26dz	6·41dz	1·99								
Winthrop (1599 Winthrop)											
Term (288 Commercial)				D							
Term (1576 C5L)				I							
ecoline (1336 WJ & C)											
mpoules 100mg	8	0·34	—	0·51							
romycin (746 Lederle) TS											
tramuscular 100mg	10	1·77	—	2·65 ¹							
ediatric drops 10ml	6	0·20	—	0·30							
romycin V (746 Lederle) T5				D							
ediatric drops 10ml	0·25	—	—	0·37 ¹							
ol-pepsin (1599 Winthrop)											
tablets 50	0·20	—	—	0·30							
aveen (346 Dales)				D							
naveen (710 Knox)				I							
riflex (34 A & H)	35g	0·11	—	0·16 ¹							
tomol (649 ICI)											
apsules 5mg	25	—	—	D							
tron (843 ML)											
tablets 10	1·10dz	0·38dz	0·17								
20	1·88dz	0·66dz	0·29								
100	—	—	—	D							
Biocos (126 Biocos)											
elixir 100ml	0·30	—	0·50								
300ml	0·75	—	1·00								
Winthrop (1599 Winthrop)				D							
Pilo (61 APC)											
phthalimic solution 1%	10ml	0·30	—	—							
cortyl (1167 Squibb) T5											
n Orabase											
ental paste	10g	0·48	—	0·72							
5g	—	—	—	D							
rophagyl (1336 WJ & C)											
tablets 48	0·33	0·12	0·62								
digyl (1336 WJ & C) ts1											
tablets 50	0·17	—	0·25								
200	0·40	—	0·60								
ter Six (337 Curtis)											
fter shave lotion 110cc		5·00dz	2·75dz	0·88							
atronic (16 AGL)											
lashguns 160B				17·58							
amycin (1263 Upjohn) T5											
apsules 250mg	16	1·72	—	—							
100	9·00	—	—	D							
tablets											
berto-Culver (1437 ACC)											
O5 hair spray	75g	2·05dz	1·13dz	0·34							
130g	2·89dz	1·59dz	0·48								
220g	4·22dz	2·32dz	0·70								
epsal (1336 WJ & C) ts1											
tablets 100mg	20	0·13	—	0·20							
250	1·40	—	2·10								
50mg	30	0·13	—	0·20							
gr 0·23	80	—	—	D							
evaire (1599 Winthrop)											
olution	60ml	0·30	—	0·45							
500ml	0·79	—	—								
ocistrate (1336 WJ & C) ts4B											
achets	8	0·20	0·07	0·37							
ka Cold (843 ML) Harlech and West areas only											
tablets 10	1·39dz	0·48dz	0·19 ¹								
cadonna (228 Carlton)											
tablets	60	0·19	0·07	—							
500	1·37	—	—								
1000	2·63	—	—								
cadonna-P (228 Carlton) ts1											
tablets	60	0·20	0·075	—							
dp 500	1·43	—	—								
dp 1000	2·65	—	—								

'Contac 400'
for 12 months
continuous profit!

the most versatile digitalis glycoside

LANOXIN® DIGOXIN

TABLETS • SOLUTION • INJECTION • PAEDIATRIC ELIXIR

BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT.

*Trade Mark



	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Reta £·p		
Aquasan (430 Eucryl) toilet cleanser refill	1.16dz	—	0.14		P2/7	5.01	—		Beltux (243 Cernelle) multi-vitamin tablets	30	—	0.4	
Arlef (938 PD) †48 Kapsals 200mg	50 250	1.70 8.18	—	2.55 12.27	P2/8	4.51	—		Benervia (1074 Roche) ampoules	25mg/1ml 10	0.28	0.4	
Armoricaine (1336 WJ & C) powder	2lb 10lb	0.59 2.53	0.22 0.93	1.10 4.71	P2/10	4.95	—		100mg/1ml 10	0.45	0.6		
Arocin (851 MHP) capsules	100 200	4.60dz 8.45dz	—	0.53 0.98	P2/12	5.01	—		3 and 12 tablets	3mg 500	—	—	
Arrowtabs (1402 AL) existing entry					Atrix (1164 55L) existing entry	D			100mg 25	—	—		
Arrowtabs (1402 AL) Arrowgards 2 in sq.	20	0.30	—	0.45	Atrix (1164 55L)	I			Benoxyll (119 Stiefel) cream plain, regular or strong	30g	0.29	0.4	
Arrowmounts		0.11	—	0.20	hand care tin	404	0.87dz	0.454dz	0.14	Benylin (938 PD) expectorant	2.25l	1.40	2.1
Arrowsleeves					408	1.287dz	0.672dz	0.21	Benzac (1335 Wigglesworth) tablets	15	0.88dz	0.32dz	
4 in x 5 in		0.27	—	0.40	426	2.258dz	1.198dz	0.37	Benzedrex (1153 5KF) inhaler	60g	0.42	0.5	
5 in x 7 in		0.33	—	0.50	409	7.549dz	4.001dz	1.21	Bidex (631 Hudnut) dry spray	2.435dz	1.34dz	0.40	
8½ in x 6½ in		0.50	—	0.75	tube 406	1.085dz	0.578dz	0.17	liquid bottle	2.315dz	1.275dz	0.36	
10 in x 8 in		0.60	—	0.90	Aurora (243 Cernelle) baby foods				sachet	6	0.915dz	0.505dz	
Arrowtabs colour slide album		0.10	—	0.15	cereal with chocolate, cereal with honey 7oz	2.475 (1.5dz)	—	0.16	talcum aerosol	3.225dz	1.775dz	0.53	
35mm		1.67	—	2.50	Aveeno (346 Dales) cereal with fruit, cereal with rusks & orange 7oz	3.90 (1.5dz)	—	0.26	Bi-Citrol (1336 WJ & C) granules	—	0.38	0.71	
2½ sq.		1.67	—	2.50	Aveeno (710 Knox) Ayrtan (78 A5 & Co) malt extract				Big D (1572 DF) spot remover	—	2.04dz	0.25	
Flashreflector umbrella hand movie viewer std. 8 sup. 8	2.17	—	3.25	with c.l.o. 1lb	2.00dz	—	0.25	Billesholm (59 Ardente) anti-noise ear protection	0.09	—	0.14		
lens tissues (50) mini viewer M.P. 10	0.07	—	0.10	2lb	3.74dz	—	0.44	ear defencer	2.16	—	2.87		
negative storage album 35mm		0.83	—	1.25	7lb	0.89	—	Bilson's (125 TJB) existing entry					
2½ sq.		0.83	—	1.25	1lb	2.08	—	Bilson's (125 TJB) nerve food	8oz	2.16dz	0.24		
photo corners plastic r/mounts 24 x 36mm	36	0.20	—	0.30	2lb	3.86	—	16oz	3.87dz	—	0.43		
18 x 24mm	36	0.27	—	0.40	5olazzi sticks 250g	0.40	—	Beatnic	1oz	6.57dz	—		
2½ sq.	24	0.33	—	0.50	500g	0.70	—	Superlex	2oz	1.98dz	—		
Ascon (311 C) † suspension tablets	200ml 20	0.1925 0.1042	0.07 0.035	1lb & 2lb	1.38	—	Biobalm (851 MHP) 4oz	1.10dz	0.40dz	0.16			
Ash (1556 Farillon) dental floss	12yd	0.80dz	0.29dz	Biocrin (1282 VB) treatment shampoo	1.80dz	0.66dz	0.30						
Askit (69 Askit) powders trade dispenser 30x3	0.825	0.285	0.05	Baby Life (1499 BLP) baby pants Popular N30 ex. large N35 triple pack unpacked	0.53dz 0.53dz 1.15dz	—	Biocrit biological tonic oil	—	—	—			
Asmal (901 Norton) †sls4A (distributors 1545 Vestric) tablets	100 500	0.33 1.32	—	bibs and feeders No. 133	0.53dz	0.061	Bishops (132 AB) existing entry						
Aspro (893 Nicholas) tablets	8 24 60 120 soluble	1.895 2.575 2.445dz 4.14dz 8 24	0.645 0.86 (2 dz) 0.83dz 1.40dz 0.56 0.19dz	No. 134	0.53dz	0.061	Bishops (132 AB) caffeine	100g	1.80dz	0.66dz			
Astral (333 Cupal) existing entry Astral (333 Cupal) air fresheners general purpose block Junior Bouquet Saniflo bubble pack blocks AppleBlossom, Carnation, Honeysuckle, Lavatory Bowl, Magnolia, Rose Petal, Freesia Car freshener, Petal Fresh D/A toilet blocks aerosols Touch of Spring, Floral Bouquets, Freesia super household, Honeysuckle super household, Apple Blossom, Kitchen deodorant Nice'n Fresh bathroom		0.05 0.08 0.17 0.10 0.12 0.12 0.21 0.31		No. 135	0.86dz	0.11	0.135dz	200g	3.10dz	1.135dz			
Athera (851 MHP) tablets	40 100 500	1.30dz 2.80dz 10.70dz	0.48dz 1.03dz 3.93dz	No. 136	1.05dz	0.13	0.25dz	500g	6.25dz	2.29dz			
Atlas (1233 Thorn) Flashcube (I) Magicube (I) Miniflash AGIB Truflash IB photographic lamps P1/1 P1/2 P1/6 P1/8 P1/9 P1/11 P1/12 P1/13 P1/15 P2/1 P2/4 P2/5 P2/6		—	—	No. 137	1.25dz	0.151	0.45dz	100g	1.80dz	0.66dz			
		0.23 0.29 0.05 0.05 0.05 0.10 0.15 0.39 0.77 2.92 3.03 4.51 3.52 2.53 4.02 1.10 0.94 0.94 3.03		No. 140	1.30dz	0.161	0.45dz	200g	3.10dz	1.135dz			
				No. 142	2.33dz	0.29	0.45dz	500g	6.25dz	2.29dz			
				No. 144	1.16dz	0.141	0.45dz	100g	2.02dz	0.735dz			
				No. 145	1.68dz	0.21	0.45dz	200g	3.40dz	1.245dz			
				No. 146	2.11dz	0.26	0.45dz	500g	6.30dz	2.31dz			
				No. 148	2.04dz	0.251	0.45dz	100g	1.80dz	0.66dz			
				Baby Safe (705 Kirby) sterilising tablets 18	3.50dz	0.44	0.45dz	200g	3.10dz	1.135dz			
				Bactrim (1074 Roche) †54B suspension tablets 100ml 100 500	1.65dz 1.13 4.40	—	0.21 1.70 6.60	Carlsbad salts	100g	2.02dz	0.735dz		
				Balto (727 Lane) athletes foot lotion 14g corn salve 7g foot balm 40g 100g	1.55dz 0.60dz 0.46dz	—	0.25 0.10 0.19	500g	3.40dz	1.245dz			
				Baycaron (542 FBA) tablets 25mg 50 150	1.18 3.35	0.43 1.23	2.20 6.26	100g	6.30dz	2.31dz			
				Bear Brand (1449 R & CFD) tub honey 8oz	1.80dz	—	0.18	Varlettes	36	1.80dz	0.66dz		
				Beaucaire (430 Eucryl) cleaning fluid small large Igual	1.26dz 3.03dz 1.50	—	0.15 0.37 2.25	lithium citrate	90	3.90dz	1.43dz		
				Beautisheen (101 Beautisales) spray tonic 141g	0.42	0.23	0.86	magnesia citrate	100g	1.80dz	0.66dz		
				Becosed (901 Norton) †sls4A (distributors 1545 Vestric) elixir 500ml 2l	0.55 1.90	—	—	100g	1.20dz	0.44dz			
				Becosym (1074 Roche) ampoules 2ml 6	0.55	—	0.83	200g	2.25dz	0.82dz			
				Beecham's (104 BP) syrup 500ml	—	—	D	500g	4.10dz	1.50dz			
				pills envelopes	1.23dz 1.015	0.455dz 0.375	0.17 0.07	100g	2.50dz	0.915dz			
				powders 8	1.23dz	0.455dz	0.17	200g	3.90dz	1.43dz			
				19	2.39dz	0.88dz	0.33	500g	6.30dz	2.31dz			
				30	3.185dz	1.17dz	0.44	Urobishop	100g	4.10dz	1.50dz		
				60	0.905	0.335	0.05 (2)	Vichy salts	100g	2.02dz	0.735dz		
				& hot lemon 6	1.595dz	0.585dz	0.22	200g	3.40dz	1.245dz			
				30	0.815	0.30	0.09 (2)	500g	6.30dz	2.31dz			
				tablets 16	1.23dz	0.455dz	0.17	Vichy Varlettes	150	2.20dz	0.805dz		
				40	2.39dz	0.88dz	0.33	500	6.30dz	2.31dz			
				Bejean Specific (1336 WJ & C) †48 100ml	0.43	0.16	0.80	Bisks (1530 Fisons) cream crackers	—	2.27dz	0.23		
				Belladenal (1098 Sandoz) †5154A tablets 100	0.43	0.16	0.80	Bislumina (824 MCP) suspension 200ml 500ml	0.32	0.12	0.60		
				retard 100	0.43	—	0.65	tablets 50	0.36	0.13	0.67		
				100	0.50	—	0.75	Bismuth Terrial (1336 WJ & C) 10	1.29	0.47	2.41		
				100	0.50	—	0.75	Bismuth Tulasne (1336 WJ & C) 10	1.16	0.43	2.17		
				100	0.50	—	0.75	Bisolvon (145 B) ampoules 4mg/2ml 5	0.50	0.50	0.75		
				100	0.50	—	0.75	Blattane (96 BA) insecticide aerosol puffer 4.80dz 1.68dz	—	0.60	0.21		
				100	0.50	—	0.75	Bleu Marine (Cardin (1131 Shulton)) eau de toilette 4oz	—	—	3.26		
				100	0.50	—	0.75	Body Mist (105 BTD) anti-perspirant aerosol 4oz 6oz	2.25dz 2.895dz	1.24dz 1.595dz	0.35 0.45		
				100	0.50	—	0.75	squeeze pack 32cc	1.545dz	0.85dz	0.24		
				100	0.50	—	0.75	old packs	—	—	D		
				100	0.50	—	0.75	Boldine Houde (1336 WJ & C) granules 50	0.25	0.09	0.47		
				100	0.50	—	0.75	Bonomint (1037 Reckitt) 6	0.48dz	0.168dz	0.07		
				100	0.50	—	0.75	16	0.99dz	0.343dz	0.15		
				100	0.50	—	0.75	Bonzine (333 Cupal) † travel sickness tablets 20	1.28dz	—	0.16		

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Avril (152 Bovril)					hair tonic cream	0.50	0.27	1.15			
2oz	1.17dz	—	0.11½		hair treatment	0.40	0.22	0.80			
4oz	2.14dz	—	0.21		instant relief	1.10	0.60	2.20			
8oz	3.74dz	—	0.36½		Kum foot	0.30	0.11	0.60			
16oz	6.82dz	—	0.67		lotion	0.10	0.055	0.20			
Beeze (756 Lever)					milk cleanser	0.50	0.27	1.10			
bath soap toilet					night star cream	1.30	0.70	2.50			
bath	2.35	0.829	0.10		magic	2.80	1.50	5.00			
Cadopoda (192 Brocades) †54B					PK7	0.40	—	0.80			
tablets 500mg	100	4.10	—		placental ampoules	1.50	0.55	3.30			
Bronley (194 Bronnley)					placenta cream	1.00	0.55	1.93			
egg	0.07	—	0.30		oil	0.60	0.33	1.45			
pre-make up	0.523	—	0.16		soap	0.35	—	0.50			
Broklox (1037 Reckitt)					rejuvenation tablets	120	1.51	0.42	2.15		
6	0.48dz	0.168dz	0.07		240	3.02	0.84	4.17			
18	0.99dz	0.343dz	0.15		rinse	0.10	0.055	0.20			
Cat (446 FI)					shampoo new	0.10	0.055	0.20			
Deodorant spray	5412	0.59	0.325	1.30	special tablets	120	1.77	0.47	2.55		
Gold pack		—	—	D	240	3.45	0.93	5.00			
Haircream (105 BTD)					Cellogen (385 DG)						
dispenser					hand cream	55cc	0.50	0.275	1.06		
Le (128 Biometica)					Celtex (1164 55L) existing entry				D		
Hair remover	24g	1.39dz	0.74dz	0.23	Celtex (1164 55L)				I		
51g	1.99dz	1.06dz	0.33		sanitary belts		0.995dz	0.135dz	0.12½		
Super with D.I.A.	3.41dz	1.82dz	0.55		adjustable		0.984dz	0.134dz	0.12½		
Xtra (175 BCP)					slimline						
tablets	18	1.08dz	—	1.2	sanitary towels						
Latum (280 CP)					super soft	12	1.412dz	—	0.14½		
Soap					18	2.043dz	—	0.21			
toilet	2.31	0.85	0.05		30	3.309dz	—	0.33½			
bath	2.31	0.85	0.7½		Cephos (104 BP)						
(4 dz)	(4 dz)				powders	8	1.23dz	0.453dz	0.17		
Ergot (1098 Sandoz) †5154A					60	0.905	0.335	0.05 (2)			
suppositories	6	0.43	—	0.65	tablets		1.23dz	0.455dz	0.17		
30	1.90	—	2.85		Cernitin (243 Cernelle)						
tablets	100	1.90	—	2.85	skin care products						
Ergot Q (1098 Sandoz) †54B					special tablets	30	—	0.60	1		
tablets	20	0.45	—	0.68	100	—	0.35				
100	2.10	—	3.15	250	—	0.82½					
Gon (26 A & W)					500	—	1.80				
Norton	12oz	2.64	—	0.15	wound ointment	1000	—	6.00			
	(2dz)				30g	—	0.25	1			
2½lb	4.20dz	—	0.48		Certor (786 Macdonald)						
7lb	10.86dz	—	1.25		gauze swabs						
Sept (901 Norton)					3in × 3in—8 ply	100	0.35	—			
Distributors 1545 Vestric)					Cerumol (718 LAB)						
500ml	0.45	—	—		eardrops	11ml	0.15	—	0.20		
21	1.63	—	—		55ml	0.32	—	0.43	D		
Shampoo (1010 P & G)					old formula	—	—	—			
Soap toilet					Cetiprin (678 Kabi)						
	3.00	1.07	0.06½		(distributors 1545 Vestric)						
bath	(6dz)	(6dz)			tablets 100mg	50	0.84	—	1.26		
Coliclit (221 Camden)					Chapstick (10/1 Robins)						
tablets 250mg	100	3.90dz	—	0.44	1.90	1.05	0.16				
1000	2.10	—	2.80		(2 dz)	(2 dz)					
Dyno (145 B) entire entry					Charabs (727 Lane)						
Gold sore salve		0.90dz	0.33dz	0.14	tablets	95	1.85dz	0.68dz	0.29		
Ode (350 Dana)					180	2.85dz	1.04dz	0.45			
Cologne spray	27cc	0.435	0.233	0.97½	480	6.75dz	2.475dz	1.05	D		
Oil (824 MCP)					Chilbion (436 Evans)						
elixir	25ml	0.30	—	0.45	tablets	24	1.13dz	0.41dz	0.16		
100ml	0.76	—	1.14		48	1.91dz	0.70dz	0.27			
tablets	50	1.22	—	1.83	100	3.66dz	1.34dz	0.52			
500	11.04	—	16.56		Chloromycetin (938 PD) T5						
with phenobarbitone					veterinary						
tsls4A	50	1.26	0.46	2.31	Kapsels	0.25g 100	3.71	—	5.56½		
Tricci (936 PNR)					1000	35.75	—	53.62½	D		
Perfume atomiser	R840	—	—		ophthalmic ointment	0.08	—	0.12			
bact (1336 WJ & C)					succinate vial	1g	0.37	—	0.55½		
tablets	80	0.21	0.08	0.40	250mg	—	—	—	D		
Antination (339 CG)					tinctorate 10%	60ml	0.82	—	1.23		
ot powder					topical	100ml	2.17	—	3.25½		
apres (145 B)					vetrettes	5	0.41	—	0.61½		
coups 0.15mg/ml	5	0.50	—	0.75	50	3.79	—	5.68½			
tablets 0.10mg	50	1.06	—	1.59	Chymoral (61 APC)						
250	5.00	—	7.50		tablets forte	30	1.66	—	2.49		
ts's (1335 Wiggleworth)					200	9.95	—	14.93			
Antisfoot bronchials					500	22.13	—	33.20	I		
Ulinid (1098 Sandoz) 51					Circulin (727 Lane)						
tablets	40	0.23	—	0.35	forte	100	3.85dz	1.41dz	0.65		
250	1.19	—	1.79		garlic perles	180	3.55dz	1.30dz	0.57		
500	2.30	—	3.45		100	6.75dz	2.475dz	1.05			
yes (727 Lane)	95	1.85dz	0.68dz	0.29	Clearasil (1055 RM)						
tablets	180	2.85dz	1.04dz	0.45	cream skin tinted	2.12dz	0.78dz	0.30	I		
480	6.75dz	2.475dz	1.05		Clinic (509 Gibbs)						
ton (126 Biocos) existing entry					shampoo	0.23dz	0.085dz	0.03			
ton (126 Biocos)					1.97dz	0.72dz	0.28				
ne cream	1.00	0.36	2.00		medicated shampoo	1.155dz	0.425dz	0.16½			
soap	0.50	0.18	0.90		handy pack	—	—	—			
body oil	1.00	0.55	1.93		Codis (1037 Reckitt) †DDI						
Merlechitine	250cc	1.15	—	1.50	tablets	8	0.80dz	0.268dz	0.11		
500cc	1.70	—	2.40		20	1.43dz	0.479dz	0.20			
dragees	36	0.65	—	0.90	48	2.89dz	0.972dz	0.40			
H ₃	60	1.30	—	1.60	Colchicine Houde (1336 WJ & C) †4B						
120	2.05	—	2.90		tablets	40	0.46	—	0.69		
180	3.05	—	4.00		Colchi Sal (800 TM)				D		
240	4.00	—	5.00		Colchi Sal (195 B & L)				I		
480	7.00	—	9.00		Collosol (324 Crookes)						
dry moisture	1.00	0.55	2.05		argentum	28ml	—	—			
lute lift	1.00	0.55	2.03		Collo-Cal-D (324 Crookes)	bottle					
					100ml	—	—	—	D		
					Combizym (1490 IAPS)				I		
					dragees	30	0.383	0.141	0.65		
					Congreves (1534 Fennings)	balsamic elixir	150ml	3.66dz	1.34dz	0.52½	
					Contrexeville-Pavillon (1519 5A)	bottles					D
					2.24dz	0.50dz	0.28½				D
					Colchicine Houde (1336 WJ & C) †4B	tablets					D
					Colchi Sal (800 TM)						
					Collosol (324 Crookes)						
					Collo-Cal-D (324 Crookes)	bottle					
					100ml	—	—	—			
					Combizym (1490 IAPS)						
					dragees	30	0.383	0.141	0.65		
					Congreves (1534 Fennings)	balsamic elixir	150ml	3.66dz	1.34dz	0.52½	
					Contrexeville-Pavillon (1519 5A)	bottles					D
					2.24dz	0.50dz	0.28½				D
					Colchicine Houde (1336 WJ & C) †4B	tablets					D
					Colchi Sal (195 B & L)						
					Collosol (324 Crookes)						
					Collo-Cal-D (324 Crookes)	bottle					
					100ml	—	—	—			
					Combizym (1490 IAPS)	</					

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Cossack (1038 R & C)											
men's hair dressing aerosol	6oz	1.965dz	1.08dz	0.31	2 in x 5 yd	1.76dz	—	—	Dimanin (96 BA) existing entry		
	18oz	4.275dz	2.355dz	0.67	3 in x 5 yd	2.42dz	—	—	Dimanin (96 BA)		
spend foam		2.40dz	0.88dz	0.34	4 in x 5 yd	2.97dz	—	—	green slime remover	1.92dz	—
Co-tabs (331 C)					6 in x 5 yd	3.92dz	—	—	Dimple (339 CG)		
Coty (301 Coty)					strip dressings				baby pants	large	0.875
Originals					1½ in x 1 yd	1.19dz	—	—	(2 doz)	1.05	—
corrective moisturiser	226	0.59	0.325	1.25	2½ in x 1 yd	1.51dz	—	—	ex. large	(2 doz)	0.06
transparent face make-up	239	0.52	0.285	1.10	3 in x 5 yd	1.70dz	—	—	Dinneford's (104 BP)		
Courtesy (337 Curtis) existing entry					vaccination dressings				magnesia	1.52dz	0.56dz
Courtesy (337 Curtis)					child's	0.23dz	—	—	Diocalm (104 BP)†		
anti-sunburn lotion		1.80dz	0.99dz	0.35	adult's	0.39dz	—	—	48	2.39dz	0.88dz
avocado beauty moisturiser		3.60dz	1.98dz	0.65	zinc oxide plaster	0.86dz	—	—	family 88	3.985dz	1.465dz
avocado liquid cream		1.64dz	0.90dz	0.28	½ in x 5 yd	1.26dz	—	—	Dipterex (96 BA) existing entry		
bath oil		2.60dz	1.43dz	0.45	2 in x 5 yd	2.08dz	—	—	Dipterex (96 BA)		
beauty oil		3.60dz	1.98dz	0.65	3 in x 5 yd	2.80dz	—	—	garden insect spray	1.92dz	—
cleansing cream		2.60dz	1.43dz	0.45	½ in x 10 yd	1.26dz	—	—	tablets	8	0.46dz
cleansing lotion		0.90dz	0.50dz	0.18	1 in x 10 yd	1.93dz	—	—	26	1.26dz	0.425dz
hand lotion		1.00dz	0.55dz	0.20	2 in x 10 yd	3.28dz	—	—	36	1.54dz	0.518dz
tanning cream		2.00dz	1.10dz	0.40	3 in x 10 yd	4.61dz	—	—	50	1.83dz	0.611dz
tonic freshener lemon		1.70dz	0.94dz	0.30				junior	100	3.10dz	1.047dz
turtle oil beauty lotion		3.60dz	1.98dz	0.65				20	0.64dz	0.218dz	0.09
skin food		1.30dz	0.72dz	0.25				48	0.93dz	0.311dz	0.13
		1.75dz	0.96dz	0.35							
		3.00dz	1.65dz	0.55							
Crinx (1155 5 & N)											
conforming bandage											
4yd x 2in		0.625dz	—	—							
3in		0.81dz	—	—							
4in		0.97dz	—	—							
6in		1.345dz	—	—							
Cremalgin (117 BPL)											
balm	56.7g	0.15	0.06	0.31							
Crepe de Chine (1551 PR)											
eau de Cologne	5601	—	—	0.93							
	5604	—	—	2.67							
	5608	—	—	4.26							
spray	5692	—	—	1.88							
perfume	5104	—	—	2.71							
	5102	—	—	4.26							
perfume de toilette											
atomiser	5494	—	—	3.49							
talcum	5823	—	—	0.98							
drum	5823D	—	—	1.33							
Crookes (324 Crookes)											
iodine oil with methyl sal											
scalp lotion											
vitamin A ampoules											
100,000 i.u./ml 6 x 1ml		0.40	—	0.60							
Crown (1073 Robinson)											
corn caps	6	0.74dz	0.27dz	0.11							
wool felt	4680	0.842dz	—	0.09							
	4681	0.842dz	—	0.09							
Cryogenine (1336 WJ & C)											
tablets 0.5g	10	0.19	0.07	0.36							
Crystapen V (518 Glaxo)											
tablets 125mg											
Cullingford (331 C of C)											
Noddy bubble bath refill		1.37dz	0.492dz	0.21							
Cupal (333 Cupal)											
adult cough balsam†		1.40dz	0.46dz	0.21							
lemon flu syrup†		1.77dz	—	0.21							
baby cream	4oz	1.08dz	0.36dz	0.16½							
bismuthated magnesia ovals tins	2oz	0.71dz	0.23dz	0.11							
burn aid cream		1.20dz	—	0.15							
diarrhoea mixture											
adults	4oz	1.29dz	0.43dz	0.20½							
family antiseptic cream		1.15dz	—	0.14							
insect bite cream†	1.23dz	—	0.15								
wart solvent		0.72dz	0.24dz	0.11							
Cuscutive Foulon (1336 WJ & C)†											
pills	50	0.23	—	0.42							
CVK (2 Abbott) T5											
solution 125mg 100ml		0.35	—	0.53							
Cycloserine (1074 Roche)											
tablets 250mg	250										
Dabifoff (430 Eucryl)											
Dactil (824 MCP)		1.48dz	—	0.16½							
tablets	50	0.84	—	1.26							
Dalmaplast (1595 AF) existing entry											
Dalmaplast (1595 AF)											
first aid bulk packs											
assorted gross		0.41	—	—							
1½ in x ½ in gross		0.30	—	—							
2½ in x ½ in gross		0.46	—	—							
3 in x ½ in gross		0.55	—	—							
cabinet No 1											
144 dressings		0.50	—	—							
doctors 180 dressings		0.80	—	—							
eye occlusion shades											
elastic		0.35dz	—	—							
rigid		0.30dz	—	—							
patch test dressings	100	1.63	—	—							
waterproof occlusive dressings ½ in diameter											
100		0.25	—	—							
1½ in diameter	100	0.46	—	—							
1½ in x 1 in	100	0.39	—	—							
3 in x 1 in	100	0.59	—	—							
3 in x 2 in	100	0.91	—	—							
strapping											
1 in x ½ yd		0.47dz	—	—							
1 in x 2½ yd		0.66dz	—	—							
½ in x 5 yd		0.72dz	—	—							
½ in x 5 yd		1.10dz	—	—							
Dihydroergotamine (1098 Sandoz) †s4B											
tablets	50	1.13	—	1.70							
	250	5.35	—	8.03							
Dilatrane (1336 WJ & C)											
tablets	30	0.30	0.11	0.56							
Dimanin (96 BA) existing entry											
Dimanin (96 BA)											
green slime remover											
Dimple (339 CG)											
baby pants											
large											
ex. large											
Dinneford's (104 BP)											
magnesia											
Diocalm (104 BP)†											
48	2.39dz	—	0.88dz	0.33							
family 88	3.985dz	—	1.465dz	0.55							
Dipterex (96 BA) existing entry											
Dipterex (96 BA)											
garden insect spray											
Disprin (1037 Reckitt)											
tablets	8	0.46dz	—	0.15dz							
	26	1.26dz	—	0.425dz							
	36	1.54dz	—	0.518dz							
	50	1.83dz	—	0.611dz							
	100	3.10dz	—	1.047dz							
	20	0.64dz	—	0.218dz							
	48	0.93dz	—	0.311dz							
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	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
spare caps and discs											
set of 1	0.27dz	—	0.03½								
set of 3	0.60dz	—	0.07½								
teats (1)	0.46dz	—	0.06								
(3)	1.43dz	—	0.16½								
teat cover	0.32dz	—	0.04								
French Almond (1070 Windsor) existing entry				D							
French Almond (1070 Windsor)				I							
anti perspirant spray											
bath oil	130g	2.22dz	1.19dz	0.42							
bubble bath	55ml	3.97dz	2.13dz	0.75							
creme perfume	145ml	4.50dz	1.61dz	0.75							
dusting powder	15g	5.29dz	2.84dz	1.00							
hair spray	120g	5.72dz	3.07dz	1.08							
hand cream	175g	3.18dz	1.71dz	0.60							
milk bath	163g	5.22dz	1.87dz	0.87							
perfume small	113g	4.23dz	2.27dz	0.80							
large	14ml	7.94dz	4.26dz	1.50							
spray mist	7.5g	5.56dz	2.98dz	1.05							
skin perfume	25ml	4.23dz	2.27dz	0.80							
soap (2)	3½oz	2.40dz	0.86dz	0.40							
splash Cologne	170ml	7.94dz	4.26dz	1.50							
spray Cologne	50g	4.76dz	2.55dz	0.90							
talc puffer	113g	2.75dz	1.47dz	0.52							
shaker	85g	2.01dz	1.08dz	0.38							
travel trio		5.29dz	2.84dz	1.00							
velvet smooth	150g	4.23dz	2.27dz	0.80							
Fresh & Dry (172 8MCL)											
roll-on	42cc	0.209	0.115	0.40							
Fresh'n Dainty (506 Gerhardt)											
deodorant liquid	100cc	2.10dz	1.10dz	0.35							
regular spray	70g	2.28dz	1.19dz	0.38							
fleur de lis spray	50g	1.86dz	0.97dz	0.30							
talcum powder		1.38dz	0.72dz	0.23							
tissues (6)		0.90dz	0.47dz	0.14							
economy pack (24)		2.58dz	1.35dz	0.40							
Froment (600 JH)	6½oz	0.84dz	—	0.09							
	14oz	1.80dz	—	0.19							
	28oz	0.265	—	0.33							
Fuji (565 Hanimex)											
Fuji color film N100											
126-12 exp	—	—	—	0.53							
126-20 exp	—	—	—	0.64							
135-20 exp	—	—	—	0.59							
135-36 exp	—	—	—	0.79							
roll 120	—	—	—	0.46							
Fuji chrome film											
R100	135-20	—	—	1.19							
	135-36	—	—	1.69							
	126-20	—	—	1.19							
	R25	—	—	1.86							
	RT50	—	—	1.86							
cine film single-8											
black & white	R50	—	—	1.62							
	R200	—	—	1.62							
Fujica (565 Hanimex) existing entry				D							
Fujica (565 Hanimex)				I							
camera 35mm compact	—	—	39.98								
cine single-8											
C100	—	—	29.98								
P1	—	—	33.98								
P300	—	—	63.98								
projectors											
Fujicascope M25	—	—	59.00								
	MG90	—	—	119.98							
Fullers (800 TM)				D							
Fullers (195 B & L)				I							
Furacin (1153 5KF)											
ointment	25g	0.14	—	0.21							
	500g	1.51	—	2.27							
solution	500ml	1.54	—	2.31							
Furadantin (1153 5KF)											
suspension	150ml	0.40	—	0.60	I						
	2l	4.60	—	6.90							
Euroxone (1153 5KF)											
suspension	300ml	0.44	0.16	0.82							
	tablets 100mg	0.46	—	0.69							
	200	4.14	—	6.21							
Fynnon (104 BP)											
salt		1.595dz	0.585dz	0.22							
spa bath salts		1.22dz	0.675dz	0.19							
		1.865dz	1.03dz	0.29							
Fynnon (104 BP) (Lancs TV area only)											
rheumatic aspirin		1.45dz	0.535dz	0.20							
		2.535dz	0.93dz	0.35							
Fynnon (104 BP) (Northern UK only)											
rheumatic spray		2.825dz	1.04dz	0.39							
Gabail (1336 WJ&C)											
elixir ½s4B	200ml	0.25	0.09	0.47							
	500ml	0.48	0.17	0.89							
	1l	0.79	0.29	1.47							
	2l	1.50	0.55	2.80							
formula 2	200ml	0.25	0.09	0.47							
sodium gentisate	60	0.61	—	0.92							
	500	3.70	—	5.55							
syrup pertussis ½s4B											
	100ml	0.15	0.06	0.29							
	500ml	0.45	0.16	0.84							
Gala of London (876 MP)											
eye liqui tints		2.35dz	1.295dz	0.42							
mascara liqui lash		3.75dz	2.065dz	0.67							
skin bronzer	IGB2	3.19dz	1.755dz	0.57							
Gale's (1449 R & CFD)											
honey set and clear	½lb	1.20dz	—	0.12							
		1.98dz	—	0.20							
Galjado (1282 V8)											
grey hair pomade		1.60dz	0.88dz	0.30							
hair colour restorer		2.10dz	1.155dz	0.40							
hair darkening		1.80dz	0.99dz	0.30							
brillantine		1.80dz	0.99dz	0.30							
scurf and dandruff lotion		1.40dz	0.51dz	0.20							
Gamophen (672 Johnson)											
medicated soap		1.00	0.367	0.07½							
Gantanol (1074 Roche)											
syrup 250ml		—			D						
Gantrisin (1074 Roche)											
syrup 500ml		—			D						
tablets 20		—			D						
Garlodex (851 MHP)											
tablets 144		4.50dz	1.65dz	0.68½							
Gastrovite (824 MCP)											
tablets 50		0.24	—	0.36							
250		0.98	—	1.47							
Gayelord Hauser (759 L & B)											
juice extractor		9.05	3.32	16.89							
Gelineau (1336 WJ&C) ½s1											
dragees	144	0.51	0.19	0.95							
Gelozone (851 MHP)											
2oz		1.30dz	—	0.14½	I						
Gelusil (1310 WWW)											
tablets 20		0.97dz	0.355dz	0.15							
	50	1.91dz	0.70dz	0.28							
Genatropine (1336 WJ&C)											
granules	60	0.45	0.16	0.84							
Geratrix (175 8CP) †											
Capsoids	30	1.01	—	1.35							
	100	3.00	—	4.00							
Gerber (200 B & P)											
strained foods		4½oz	0.59dz	0.06							
fruits		4½oz	0.59dz	0.06							
Gerivin (1091 Rybar)											
tonic 150ml		2.70dz	0.99dz	0.43							

Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
mex (565 Hanimex) existing entry			D	nutritional supplement Ipt Igal	4.05dz 1.80	— —	0.45 2.40	Jean Adaire (1149 Skuse)		
Hanimex (565 Hanimex)			I	Hudnut (631 Hudnut)	3.14dz 1.96dz 4.21dz 1.94dz 1.09dz 2.06dz	1.725dz 1.08dz 2.315dz 1.065dz 0.60dz 1.135dz	0.53 0.33 0.71 0.32 0.18 0.34	Jean Adaire (545 Grossmith)	0.50 (3dz)	0.27 (3dz)
meras super 8				Cactus cleanser				curset	150cc	0.09
oadmatic M50	—	—	14.70	Cream of Cactus				lacquer sachet refill	28cc	0.64 (3dz)
M100	—	—	19.98	Light and Bright				50cc	0.94 (3dz)	0.34 (3dz)
M200	—	—	29.50	Roll Quick				Jean Sorelle (669 Sorelle) existing entry		
MP200	—	—	35.00					Jean Sorelle (669 Sorelle)		
MPF310	—	—	69.98					bath salts		
sh equipment								classic Venus	1021	3.70dz
Optatron 300	—	—	22.50					donkey and horse	1032	2.035dz
400	—	—	25.00					globe	1092	3.19dz
500	—	—	39.98					peacock	1031	0.80dz
shgun cube flash	—	—	1.75					posy holder	1034	0.25dz
htimeters								ribbed bottle	75	2.25dz
PR45	—	—	4.70					royal decanter	78	1.79dz
PR55	—	—	5.50					shell	1035	0.625dz
PR60-Cd5	—	—	6.50					swan	1030	0.25dz
PR80-Cd5	—	—	8.50					waisted bottle	77	1.625dz
PR85-Cd5	—	—	16.98					bubble bath		0.50
ekonic Brockway								apotheчary jar	107	2.95dz
L2BC	—	—	23.50					aquaflora	956	1.80dz
slides			4.95					cat and dog	1079	0.875dz
marine L164	—	—	56.98					creme	small	0.37
ojectors cine								large	—	0.25
oadmatic 720	—	—	34.98					classic horse	1004	0.40
880	—	—	39.98					easter bird	1006	1.50dz
904 dual	—	—	55.98					decanter flask	1007	0.95dz
10 dual	—	—	53.00					regal	921	0.40dz
ojectors slide								royal	97	1.25dz
Hanimette 100	—	—	9.98					Egyptian doll	92	0.85dz
Hanorama 300	—	—	15.75					groundhog	1003	1.54dz
la Ronde 2000 RF	—	—	64.95					junior	38	2.95dz
2000 EF	—	—	77.95					jug vase	922	1.50dz
2000 TEF	—	—	82.50					luxury	1008	0.50
Rondette 4005	—	—	23.50					mini car	929	2.25dz
I2005	—	—	33.90					miniature	40	1.95dz
I200A	—	—	46.25					poodle	89	0.76dz
I200RF	—	—	53.95					power boat	1020	0.40dz
ewers Hanimette	—	—	1.50					sitting and living	doll	1.30dz
Hanorama	—	—	1.98					933	0.476dz	
reviewer	—	—	1.98					six pack miniature	1002	0.45
Vista	—	—	3.98					snow queen	1010	0.50
opy Baby (545 Grossmith)								spitall bottle	71	0.55dz
by powder	400g	2.50	0.89	0.20				standard	19A	0.30
rmony (412 Elida)								trio pack miniature	1001	0.93dz
ir colour	tube	1.305dz	0.72dz	0.22				fluted glass decanter	1050/1051	0.39
opic (1037 Reckitt)								glass cotton wool bowl	1060	2.915dz
atory cleanser								Marienbad bath gel	1011	0.60
small	0.92dz	—	0.10					novelty range		
large	1.44dz	—	0.16					almonds	203	0.35dz
uper	1.18dz	—	0.13					apothecary	208	0.78
phrynx (1599 Winthrop)								aquarium	401/402	0.28
ray	1.60dz	—	0.20					bath dream gift pack	1093	1.80dz
lex (976 PL)								childrens set	304	0.53dz
plets	16	1.535dz	—	0.16				camberwick green	808	3.86dz
mex (727 Lane)								cat and dog money	1093	0.97dz
le ointment	28g	1.20dz	0.44dz	0.20				boxes (soap)	419	1.25dz
oz	—	—	—					donkey with soap	419	0.45dz
natofer Robin (1336 WJ&C)	—	—	—					lemons	414	1.65dz
(727 Lane)	0.45	0.16	0.84					for her	311	0.85dz
ampoo	4oz	1.70dz	0.63dz	0.29				for her on rope	413	1.40dz
belix (727 Lane)								for him	310	0.50dz
congestant	100ml	2.85dz	1.04dz	0.45				for him on rope	412	1.46dz
lem (727 Lane)								globe with soap	420	0.75dz
nd cream	1oz	1.00dz	0.55dz	0.18				ground hog	404	1.95dz
well (727 Lane)								guest soap	400	0.716dz
ir tonic	4oz	1.35dz	0.745dz	0.23				guest pack gift set	305	0.32dz
itanane (649 ICI)	8oz	2.10dz	1.155dz	0.35				guardsman	409	1.20dz
ncentrate 5%	5l	5.00	—	7.50				Hectors house	300	0.456dz
one (105 BTD)	Igal	—	—	—				heart quintet	405	0.19
116cc	2.225dz	1.225dz	0.341					herbal soap	403	0.50dz
shaders	0.485dz	0.27dz	0.071					little Miss Bubbles and sponge	1040	0.90dz
ryl (1153 5KF) t57								little Miss Bathtime	1042	1.43dz
ansule capsules								little Miss Elevenes	1041	0.60
5mg	30	0.32	—	0.48				lemons (3)	410	2.90dz
	250	2.43	—	3.65				Mickey Mouse	200	0.45dz
mg	30	0.43	—	0.65				mixed fruit	411	0.255dz
	250	3.24	—	4.86				peacock with soap egg	416	0.45dz
ld & Shine (1038 R & C)								pomander	1070	1.25dz
ar spray		1.71dz	0.94dz	0.26				posy	216	0.456dz
ister (2 Abbott)								rattan basket	204	0.38
oma bags								shades of pink hanger	93	0.88
hesive	50	9.25	—	10.50				gift set	95	0.55dz
egular	50	5.75	—	6.40				luxury coffret	96	1.4186dz
raya seal	30	6.35	—	7.00				shell heart soap	417	0.80dz
oma bags drainable								sitting doll	418	0.25dz
raya seal 16in	30	9.25	—	10.50				snooker soap	407	1.245dz
ith adhesive square	12in	11.75	—	13.00				soap palette	406	0.63dz
6in	30	11.75	—	13.00				soap on a rope	306	0.785dz
ainable bag clamp	0.11	—	0.12					swan with soap egg	415	0.33
omy belt	0.70	—	0.77					three ducks	301	0.90dz
eyfruit (175 BCP)								three lambs	302	0.50dz
alth food	7oz	2.43dz	—	0.27				Timothy Turtle	820	0.55dz
	16oz	4.50dz	—	0.50				Trumpton	801	1.30dz
eyefil (175 BCP)	7oz	2.43dz	—	0.27				Wally Walrus	81	0.456dz
	16oz	4.50dz	—	0.50				Jochem's (101 Beautisales)		0.70
eguard (176 BCLO)								dog lotion	180cc	0.44
ciseptic healing cream	200g	5.635dz	2.065dz	0.80				Jocigares (1336 WJ & C)		0.24
hoof oil	Ipt	5.305dz	1.945dz	0.75						0.90
hoof ointment	Igal	1.705	0.625	2.90						
	200g	4.94dz	1.81dz	0.70						

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Mevilin-L (518 Glaxo) vaccine	vial	0.60	—	0.80							
Micralax (1153 5KF) enema	5ml	1.30	0.48	2.43	D						
Midcel (938 PD) tablets 0.5g (vet.)	12										
Milontin (938 PD) Kapsules 0.5g	50	0.66	—	0.99							
Milton (1055 RM) antiseptic	32oz	3.60dz	—	0.40	I						
Mimosept (855 M) sanitary napkins	3.60 (4 dz)	—	—	0.10							
Mimospray (1413 P & 5) (distributors 649 ICI) aerosol unperfumed		1.61dz	0.59dz	0.25							
Minadex (518 Glaxo) syrup	200ml	0.135	—	0.19							
	400ml	0.255	—	0.35½							
	500ml	—	—	—	D						
Minilyn (917 Organon)†s4B tablets	22	0.233	—	0.35							
Minus (175 BCP) sweetening tablets	200	1.35dz	—	0.15							
Miocarpine (61 APC)†s1 ophthalmic solution	0.5%	10ml	0.36	—							
	1%	10ml	0.30	—							
	2%	10ml	0.34	—							
	4%	10ml	0.36	—							
Miochol (61 APC) 2ml	1.20	—	—								
Mio-Pressin (1153 5KF)†s4B capsules No. 2	50	0.60	—	0.90							
Mister Smiths (11575) Delete existing entry, prices on application to distributor.											
Mitchum (1520 IPM) esoterica cream †	—	—	—	I							
Mixtamycin (378 Distal)					D						
Modecate (1176 Squibb)†s4B vials 10ml	1	9.40	—	14.10							
	disposable syringe 1 ml										
Moditen (1176 Squibb) tablets 1 mg	5	5.87	—	8.81							
Molat (126 Biocos)	25	—	—	—	D						
	185g	0.50	—	0.65							
	340g	0.80	—	1.10							
	430g	1.10	—	1.50							
	650g	1.40	—	1.90							
Morkit (96 BA) bird repellent old packs	1.68dz	—	0.21								
Morning Pride (800 TM)				D							
Morning Pride (312 AC)											
Mothaks (430 Eucryl) aerosols		1.56dz	—	0.19½							
	wax polish	1.68dz	—	0.21							
Mother Seigels (800 TM)				D							
Mother Seigels (195 B & 5L)				I							
Movol (867 Movol)‡ iron mould remover	0.80dz	—	0.10								
Mucinum (1336 WJ & C) tablets	30	0.28	0.10	0.51							
Mulsivin (1091 Rybar)†DDI expectorant	150ml	1.50dz	0.55dz	0.24							
	115ml	—	—	—	D						
Mum (172 8MCL) aerosol	120g	0.223	0.123	0.42							
Intimist	50g	0.16	0.088	0.30							
	120g	0.24	0.132	0.45							
	70g	—	—	—	D						
Rollette unperfumed	42cc	0.206	0.076	0.36							
	42cc	0.203	0.112	0.39							
Mycolactine (1336 WJ & C)†s7 tablets	50	0.14	0.05	0.26							
	250	0.51	0.19	0.96							
Myleto (875 MPL) (distributors 1282 VB)				I							
Myocrisin (971 P5MB) ampoules 100mg & 200mg				D							
Mytonine (521 Glenwood) chloride tablets											
5mg	100	0.45	—	0.60							
10mg	100	0.565	—	0.75							
25mg	100	0.69	—	0.92							
Mysteclin (1176 Squibb) T5	20	0.66	—	0.99							
	16	—	—	—	D						
	20	0.66	—	0.99							
	16	—	—	—	D						
Nail Bite (333 Cupal) lotion	1.03dz	0.34dz	0.14								
Napisan (1055 RM) regular	1.35dz	—	0.15								
	3.50dz	—	0.40								
	30oz	4.95dz	—	0.55							
Nappiclene (810 Maw) powder	16oz	2.35dz	—	0.28							
Natex (851 MHP) tablets	160	4.50dz	1.65dz	0.68½							
	tisanes 8 sachets	1.20dz	—	0.13½							
Natirose Nativelle (1336 WJ & C)†DDI dragees	50	0.28	0.10	0.52							
Natisedine Nativelle (1336 WJ & C)†s4A tablets	20	0.42	0.15	0.79							
	100	1.85	0.68	3.46							
Nativelle Digitaline (1336 WJ & C)†s1 ampoules 0.2mg x 1ml	6	0.26	—	0.39							
	solution 1/1000	10ml	0.36	—	0.54						
	tablets 0.1mg	40	0.18	—	0.27						
	200	0.51	—	0.76							
	1000	2.45	—	3.68							
	40	0.24	—	0.36							
	200	0.94	—	1.41							
Nativelle Digoxin (1336 WJ & C)†s1 tablets 0.25mg	1000	1.30	—	1.95							
	5000	6.17	—	9.25							
Natulan (1074 Roche) capsules	250	—	—	—	D						
Nature Girl (849 MML) flexible sandals low wedge heel	2.14pr	0.29pr	3.49								
Natusol (695 TK) baby cream	50g	0.11	0.04	0.20							
	125g	0.23	0.085	0.42							
	85g	0.11	0.04	0.20							
	100g	0.06	0.02	0.10							
Naxogin (227 Erba) tablets 250mg	12	0.65	—	0.98							
	20	—	—	—	D						
Neo-Cantil (824 MCP) T5 elixir	100ml	1.08	—	1.62							
	50	1.76	—	2.64							
Neo-Endrine (1352 Wyeth)				D							
Neo-Ferrum (324 Crookes)	100ml	—	—	—	D						
	250	—	—	—	D						
Neostol (1336 WJ & C)†s4A tablets	100	0.58	—	0.87							
Neriol Nativelle (1336 WJ & C)				D							
Neurinase (1336 WJ & C)†s4A tablets	22	0.13	—	0.20							
	250	1.40	—	2.10							
Neuro Phosphates (1153 5KF)†	300ml	0.25	0.09	0.47							
	2l	1.57	—	2.36							
Nervoids (175 BCP) tablets	21	1.53dz	—	0.17							
	84	4.95dz	—	0.55							
Neuro-therpine (1336 WJ & C)				D							
New-skin (104 BP)		1.58dz	—	0.17							
Nirolex (147 Boots)† linctus	125ml	1.40dz	0.51dz	0.23	I						
Nivea (1164 55L) existing entry				D							
Nivea (1164 55L)	creme	1612	0.871dz	0.454dz	0.14						
	368	1.28dz	0.674dz	0.21							
	1613	1.027dz	0.55dz	0.16½							
	370a	6.155dz	3.259dz	0.99							
	1615	2.292dz	1.21dz	0.37½							
	1616	3.521dz	1.856dz	0.56½							
	dry skin lotion	1705	1.175dz	0.619dz	0.19						
	1706	2.113dz	1.114dz	0.34							
	deep cleansing milk	1733	1.333dz	0.713dz	0.22½						
	2.016dz	1.07dz	0.34								
	2.032dz	1.091dz	0.34½								
	hand and body lotion	1740	1.08dz	0.619dz	0.19						
	1.114dz	1.114dz	0.34								
	lipstick dew-kiss	1741	1.989dz	1.054dz	0.33½						
	pearl	2.135dz	1.32dz	0.36							
	shot silks	1742	2.28dz	1.206dz	0.38½						
	liquid cream foundation	1743	2.298dz	1.242dz	0.39						
	matte satin	1744	2.486dz	1.383dz	0.42½						
	milk	1745	1.218dz	0.646dz	0.19½						
	1746	2.153dz	1.141dz	0.34½							
	shaving cream tube	1747	1.299dz	0.465dz	0.19						
	280	1.299dz	0.465dz	0.19							
	281	1.888dz	0.665dz	0.27½							
	1805	0.506dz	0.18dz	0.07							
	bath size	1806	0.802dz	0.275dz	0.11						
	348	1.498dz	0.784dz	0.24							
	397	2.461dz	1.306dz	0.39½							
	sun milk	398	2.868dz	1.526dz	0.46						
	394	2.341dz	1.238dz	0.37½							
	oil	392	2.554dz	1.361dz	0.41						
	sun oil family	396	3.746dz	1.953dz	0.59						
	talcum	1630	1.132dz	0.596dz	0.19						
Noludar (1074 Roche)†s4B tablets 200mg	100	0.86	—	1.29							
Norpramine (901 Norton)† s4B tablets	1000	3.50	—	—	I						
Norseb (893 Nicholas) bath additive	sachet	2.15	0.73	0.11							
	(3dz)	(3dz)	(3dz)	(3dz)							
	60cc	2.94dz	0.99dz	0.45							
	120cc	5.74dz	1								

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
No. 5 minor refill	0.80dz	0.06dz	0.10		Secret of the Sea (385 DG)				Skeeticide (333 Cupal)		
odorisers and cleaners	0.40dz	—	0.05		Fashion Touch 29cc	0.58	0.32	1.23	insect repellent $\frac{1}{2}$ oz	0.94dz	0.31dz 0.16 $\frac{1}{2}$
swish model, suction hook	0.80dz	0.06dz	0.10		Secto (333 Cupal) existing entry				Skefron (1153 5KF)	0.23	— 0.35
model T polythene hook	0.80dz	0.06dz	0.10		Secto (333 Cupal)				Skels (1152 5K)		
model's S and T refills	0.80dz	—	0.05		aerosols				diabetic chocolate	1.27	0.28 0.08 $\frac{1}{2}$
ush-kleen	0.80dz	—	0.10		biting insect repellent				fruit flavours assorted	(2dz) 1.02dz	0.225dz 0.14
universal toilet block roll's (1108 SMC)	0.40dz	—	0.05		pop size				instant jelly 1pt	0.79dz	— 0.09
hesive foam 6x3in	0.80dz	—	0.10		greenfly & aphid spray				wafers	1.98	— 0.11
hesive moleskin	0.60dz	—	0.07 $\frac{1}{2}$		Mothproofer household size					(2dz)	
imal wool	0.60dz	—	0.07 $\frac{1}{2}$		superfast fly killer				Sketofax (208 BW) 17.5g	0.08	0.03 0.15
ti-pressure pad	0.80dz	—	0.10		super size				Skin Dew (596 HR)		
ntiseptic foot balm	1.49dz	—	0.18		giant size				concour-lift	—	2.00
ankle & arch support	2.56dz	—	0.32		Vap fly killer super insecticide powder				herbal lotion	—	1.00
ch cushions	0.43dz	—	0.65		plastic puffer $\frac{1}{2}$ oz				SMP (61 APC) tsl		
hletes foot powder	1.60dz	—	0.20		ant killer $\frac{1}{2}$ oz				ophthalmic solution		
all-o-Foot					liquid Secto Vap				atropine 1% 10ml	0.34	—
upersoft	pr	1.50dz	—	0.19	300cc				homatropine 2% 10ml	0.34	—
oft-step	pr	0.80dz	—	0.10	16oz				Sno Drops (786 Macdonald) existing entry		
i-step	pr	1.20dz	—	0.15	32oz				Sno Drops (786 Macdonald)		
ith cubes pine (6)	0.97dz	0.534dz	0.18		128oz				cotton wool balls		
ith salts	0.60dz	0.33dz	0.11		hair emulsion				white 50	0.60dz	— 0.07 $\frac{1}{2}$
arge	1.10dz	0.605dz	0.20		Vap lantern				100	1.05dz	— 0.12 $\frac{1}{2}$
romidrocil	1.00dz	0.367dz	0.17		Secto-Kil (333 Cupal)				coloured 50	0.70dz	— 0.09
union lotion	1.16dz	0.425dz	0.19		house and garden				100	1.20dz	— 0.14
hield (foam ease) (slim foam)	1.94dz	—	0.24		powder 7oz				Solabro (167 Braun)		
hilblain ointment	1.20dz	—	0.15		fingertip dispenser				sunglasses		
iropody felt	1.35dz	0.495dz	0.22		slug pellets 8oz				children's		
orn & callous file	0.88dz	—	0.11		Selvigon (1153 5KF)				671/2	0.40dz	— 0.05
orn callous salve	1.52dz	0.836dz	0.30		syrup 100ml	0.21	—		1476/7	0.64dz	— 0.08
orn shields latex foam	1.16dz	0.425dz	0.19		Senokot (1037 Reckitt)				1478	0.80dz	— 0.10
lt corn & bunion pads	0.88dz	—	0.11		tablets 50	1.50dz	—		661	1.00dz	— 0.12 $\frac{1}{2}$
ads	0.80dz	—	0.10		100	2.61dz	—		117/118	1.12dz	— 0.14
elf adhesive	0.88dz	—	0.11		Sepichlor (1335 Wiggleworth) †				119	1.20dz	— 0.15
xo corn plasters	0.66dz	0.242dz	0.11		lozenges 20	0.90dz	—		675	1.52dz	— 0.19
am cushion pads	0.88dz	—	0.11		Septex (901 Norton)				clip on		
ot deodorant					(distributors 1545 Vestric)				137; 138; 139; 140	1.84dz	— 0.23
nti-persperant	2.60dz	1.44dz	0.45		cream No. 1 454g	0.60	—		237; 238; 239; 240	2.40dz	— 0.30
ot powder	1.00dz	0.367dz	0.17		Cream No. 2. 454g	0.75	—		438; 439; 440	3.44dz	— 0.43
arge	1.46dz	0.535dz	0.24		Septrin (208 BW) †54B				ladies'		
ot spray	2.60dz	1.44dz	0.45		suspension adult				191	1.76dz	— 0.22
handbag size	1.38dz	0.76dz	0.24		100ml	1.13	—		309	2.00dz	— 0.25
ard skin reducer	0.65dz	0.358dz	0.12		Serenace (1121 Scarle) †s4B				124	2.24dz	— 0.28
el grip (superluxle) pr	0.58dz	0.08dz	0.08		ampoules 3mg/ml	50	6.80		2310 M	2.40dz	— 0.30
el liner (Vi-grip)	0.85dz	0.117dz	0.12		tablets 5mg	50	2.67		880; 921	2.80dz	— 0.35
eel Pillo					250	12.33	—		981	3.20dz	— 0.40
latex foam)	0.82dz	0.113dz	0.12		1000	46.23	—		2481	4.00dz	— 0.50
soles					Serene (1164 55L) existing entry				894; 1180B; 1215B	5.20dz	— 0.65
Air-Pillo	1.06dz	0.146dz	0.15		Serene (1164 55L)				2101; 210D	6.96dz	— 0.87
floral	1.06dz	0.146dz	0.15		beauty cream 31g	2.658dz	1.412dz 0.44 $\frac{1}{2}$		8110	8.00dz	— 1.00
Cosy-sole	1.78dz	0.245dz	0.24		50g	3.729dz	1.976dz 0.62 $\frac{1}{2}$		916; 922	9.20dz	— 1.15
urotex pads	0.88dz	—	0.11		85g	5.807dz	3.087dz 0.97 $\frac{1}{2}$		3077	10.00dz	— 1.25
nixol	1.05dz	0.385dz	0.17 $\frac{1}{2}$		day-time lotion				379; 380	10.80dz	— 1.35
rolecto cushions	0.80dz	—	0.10		27cc	3.129dz	1.668dz 0.52 $\frac{1}{2}$		men's		
suspender belt	0.80	0.11	1.25		56cc	5.219dz	2.780dz 0.87 $\frac{1}{2}$		546	1.44dz	— 0.18
suspender type A set	0.15	0.021	0.24		Setlers (104 BP)				569	1.52dz	— 0.19
type B (NH5) pr	0.15	0.021	0.24		roll	1.23dz	0.455dz 0.17		2339M	2.56dz	— 0.32
type C pr	0.30	0.041	0.46		1.81dz	0.665dz 0.25			2521M	2.80dz	— 0.35
type D set	0.10	0.014	0.17		1.015	0.375	0.07		1879	3.04dz	— 0.38
arso-pads	0.80dz	—	0.10		(2dz)	(2dz)			163; 927; 879M	3.60dz	— 0.45
oe-cap	0.72dz	—	0.09		Shandruff (1282 VB)				3417	4.24dz	— 0.53
levee	0.72dz	—	0.09		Shield (509 Gibbs)				990	4.80dz	— 0.60
rop	1.86dz	—	0.23		anti-perspirant standard				1301	5.20dz	— 0.65
eparators	0.60dz	—	0.07 $\frac{1}{2}$		large	2.28dz	1.255dz 0.36		B95	6.40dz	— 0.80
ubegauz					2.915dz	1.605dz 0.46			2106; 2107	6.80dz	— 0.85
finger size with applicator	1.37dz	—	0.17 $\frac{1}{2}$		Shine (412 Elida)				2200	7.20dz	— 0.90
refill	0.97dz	—	0.12 $\frac{1}{2}$		hair conditioner aerosol	2.585dz	1.42dz 0.42		436	7.60dz	— 0.95
o. 01	2.54dz	—	0.32		Signoricci (936 PNR)				753; 917; 920; 923; 5033; 5427	8.40dz	— 1.05
o. 12	3.28dz	—	0.40 $\frac{1}{2}$		aerosol deodorant	G204	—		370	10.00dz	— 1.25
o. 34	3.54dz	—	0.44		after shave GA6	—	—		ladies'/men's	14.40dz	— 1.40
o. 56	4.90dz	—	0.61 $\frac{1}{2}$		soap 1 5G11	—	—		133	1.60dz	— 0.20
o. 78	5.86dz	—	0.73 $\frac{1}{2}$		3 5G1	—	—		956	1.84dz	— 0.23
o. T1	B.31dz	—	1.04		5pray Cologne GIII	—	—		819; 655	2.00dz	— 0.25
o. T2	10.81dz	—	1.35		toilet water atomiser refill GII7	—	—		276	2.48dz	— 0.31
opicator metal					weekender 5PGI	—	—		700; 3252M	2.80dz	— 0.35
No. 00	0.10	—	0.15		Silhouette (1385 GOC)				3004M	2.88dz	— 0.36
No. 0	0.10	—	0.15		sunglasses				928	3.60dz	— 0.45
No. 1	0.39	—	0.58 $\frac{1}{2}$		620; 628				1630	4.40dz	— 0.55
No. 2	0.41	—	0.61 $\frac{1}{2}$		651; 656				1265	6.40dz	— 0.80
No. 3	0.44	—	0.66		629; 673				299	6.80dz	— 0.85
No. 4	0.47	—	0.70 $\frac{1}{2}$		626; 627; 631				2568; 2572	8.00dz	— 1.00
No. 5	0.50	—	0.75		658				7080	9.20dz	— 1.15
No. 6	0.53	—	0.79 $\frac{1}{2}$		661; 662				915; 2076; 5031; 5248; 7056	10.00dz	— 1.25
No. 7	0.55	—	0.82 $\frac{1}{2}$		668				664	1.12dz	— 0.14
No. 8	0.58	—	0.87		666				Sunglasses, polarised		
Valk Strates pr	2.06dz	0.283dz	0.28 $\frac{1}{2}$		667				ladies'		
linco-pads	0.66dz	0.242dz	0.11		Siltetrin (117 BPL) T5				809P	10.88dz	— 1.36
swelling exercise sandals pr.	1.21	0.166	1.88		tablets 250 mg 100	2.15	—		862P	13.20dz	— 1.65
oun (1336 WJ & C) solution	0.33	0.12	0.61		Silvikrin (105 BTD)				2512P	14.00dz	— 1.75
rivate (1335 Wigglesworth) tablets	14	1.30dz	—	1.8	75 hairdressing standard	1.23dz	0.68dz 0.19		men's		
Witch (412 Elida) air colorant	2.15dz	1.185dz	0.36		large	1.93dz	1.065dz 0.30		96P	12.88dz	— 1.61
aveen (346 Dales) aveen (710 Knox) shampoo	4oz	7.05dz	2.58dz	1.08	standard	0.965dz	0.535dz 0.15		3106P; 2604P; 897P	14.00dz	— 1.75
ibix (1530 Fisons) cream shampoo tube	1.25dz	0.46dz	0.19		large	1.445dz	0.795dz 0.22 $\frac{1}{2}$		1436P	15.36dz	— 1.92
oderdm (1007 PL) distributors 276 C & C) delete word shampoo tonal (413 Lilly) podium tablets 100mg 5000	D	D	D		hair dressing	1.475dz	0.815dz 0.23		365P	15.6dz	— 1.95
					hair spray	1.735dz	0.955dz 0.27		1		

	Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
Sophistique (1157S) Delete application to distributor.				D	Sure Shield (549 Guest)				jug stoppers adjustable		0·13
Sopronol (1352 Wyeth)					pastilles	1·02dz	—	0·13	71	—	—
Southalls (1164 55L)					codeine linctus †DDI	0·89dz	—	0·11	71Q	—	0·15
baby pants					Gee's & chlorodyne	0·89dz	—	0·11	26	—	0·03
pastel sorties	1·32Sdz	—	0·15	I	menthol et eucalyptol	0·89dz	—	0·11	Thicken Hair (1412 Jackel)	2·70	1·48S
Spaneph (1153 5KF) †SI	0·62	—	0·93		B.P.C. †DDI	1·02dz	—	0·13	(2½dz)	(2½dz)	0·16
Spansule capsules 30	4·78	—	7·17		phocodine	0·75dz	0·27dz	0·12½	Thiodacaine Midy (1336 WJ & C)	ampoules 20ml	4
250					tonic tablets				0·97	0·36	1·81
Spasmocarbine (1336 WJ & C)	0·48	0·18	0·90		Swan Lake (893 Nicholas)	1·10dz	0·88dz	0·18	Thioderazine Midy (1336 WJ & C)	ampoules with BI	5ml × 6
granules					bath cubes (6)				with BI forte	0·65	0·24
Spectraban (1191 Stiefel)	0·47	0·17	0·88		liquid	1·53dz	—	0·17	5ml × S	0·91	0·34
sun screen 60ml					Swiss-Cup (535 Granose)	1·93dz	—	0·20½	drops	0·54	0·20
Spray Net (597 HCL)	1·83dz	1·01dz	0·28½	D	coffee substitute	1·6S	—	2·06	perlingual tablets	50cc	1·02
(distributors 430 Eucryl)					1 oz				Thompson's (992 P & C)	slippery elm food	—
dial standard					2 oz				malted or unmalted 6oz	—	—
Stal-Kosal (1336 WJ & C)					Syl (769 LH)	120g	0·2S	0·37½	Tidman's (123S Tidman)	sea salt bath	1·70dz
Stecosolin (1176 Squibb)					cream					1·64dz	0·60dz
tablets 500	—	—	—	D	Sylvasun (1419 Intec)	3·76dz	—	0·47	2·65dz	0·97dz	0·37½
Stelabid (1153 SKF) †54B	0·62	—	0·93		tablets 24				14lb	6·30dz	2·31dz
tablets 30	4·87	—	7·31		Synkavit (1074 Roche)	10	0·40	0·60	56lb	1·88	0·69
250					ampoules 10mg/ml	6	—	D	1cwt	3·36	1·23
Steladex (1153 SKF) †S4B	0·72	—	1·08		100mg/2ml	10	0·97	D	table sea salt	1·73dz	0·19
Spansule capsules 30	5·69	—	8·54		6	—			Mediterranean	1·73dz	0·19
250					Syntometrine (1098 Sandoz) †S4B	6	0·2S	0·38	Tigress (446 FI)	Cologne spray	1785
Stelazine (1153 SKF) †54B	0·92	—	1·38		ampoules 1ml	100	3·25	4·88		—	0·48
ampoules 1mg/ml 12					Syntropressin (1098 Sandoz) †S4B	5ml	0·71	1·07	Tineafax (208 BW)	ointment	2Sg
Spansule capsules 2mg					spray				Tintona (1282 YB)	hair dyes	1·10dz
30	0·54	—	0·81		100ml	0·1S	0·06	0·29	Tolnate (1153 5KF) †S4B	ampoules 2ml	12
250	4·31	—	6·47		500ml	0·45	0·16	0·84	Spansule capsules 60mg	—	—
10mg	2·32	—	3·48		Tabrax (208 BW) †	25	0·08	0·03	30	0·57	0·86
15mg	3·49	—	5·24		100	0·20	0·07	250	4·50	6·75	
syrup 200ml	0·41	—	0·62		cascara sagrada 12Smg	2S	0·04	0·01	tablets 40mg	0·49	0·74
tablets 1mg	0·84	—	1·26		100	0·10	0·04	500	4·43	6·65	
1000	7·48	—	11·22		300mg	25	0·06	0·02	Topgrade (126 Biocos)	chocolate bars	0·15
5mg	1·17	—	1·76		100	0·20	0·04	drink	14Sg	0·36	
1000	10·47	—	15·71		phenacetin compound 2S	0·06	0·02	Topilar (1S84 Syntex) TS	ointment	0·30	
Steradent (1037 Reckitt)					100	0·14	0·05	30g	0·585	0·45	
powder small	0·85dz	0·29dz	0·12		Tactin (262 CIBA)	100	1·32	1·98	100g	1·50	0·87½
medium	1·30dz	0·43dz	0·18		tablets 10mg			500g	6·25	2·25	
economy	1·88dz	0·629dz	0·26½		Taka-Diastase (938 PD)			Topina (337 Curtis) existing entry			
tablets 17	0·93dz	0·315dz	0·13		tablets pepsin			Topina (337 Curtis)			
26	1·30dz	0·432dz	0·18		compound	100	0·34	0·13	pine essence	1·20dz	0·25
Sterafix (1037 Reckitt)					Tancolin (810 Maw) existing entry			220cc	1·80dz	0·99dz	
small	1·26dz	—	0·14		Tancolin (810 Maw) †DDI	100cc	1·80dz	0·18	550cc	4·00dz	0·70
large	1·98dz	—	0·22		children's linctus	2l	1·60	0·18	1100cc	7·60dz	1·18dz
Stergene (382 Domestos)					Tannafax (208 BW) 17·5g	0·06	0·02	220cc	1·20	0·66	
2·428	—	0·15½			Tarband (1127 Seton)	2·04dz	—	4500cc	2·00	1·10	
(1½d)					zinc paste and coal tar bandage	30g	0·14	0·11	Topnote (1157S) Delete existing entry, prices on application to distributor.		
Stypven (208 BW)	1ml	0·60	—	0·90	Tardrox (228 Carlton)	0·06	0·02		Toptan (1157S) Delete existing entry, prices on application to distributor.		
Sugaree (137S SACL)	Sml	1·35	—	2·03	cream				Torecan (1098 Sandoz) †S4B	tablets	25
Demerara					Target (105 BTD)				250	0·20	0·30
white granulated	4·80	—	0·12½		men's deodorant	2·06dz	1·13Sdz	0·32	Totomycin (147 Boots) TS	tablets 250mg	100
coffee crystals	(4dz)	5·75	—	0·15	Tarsolve (204 Bunar)	0·47	—	1000	1·15	1·72½	
Sulfex (1153 SKF) †S4B					tar remover				11·08	—	16·62
nasal drops 25ml	0·17	—	0·26		Teak (1131 Shulton)	after shave			Tranazine (208 BW)	tablets 0·2 mg	10
200ml	0·97	—	1·46		Cologne	6000	—	0·10	Tremovax (208 BW)	vaccine (vet.)	50ml
Sulphamezathine (649 ICI) †S4B					6011	—			Tricalcine (1336 WJ & C)	slimming kit	18·00
oral suspension	150ml	0·24	—	0·36	6010	—		(3dz)	Trim Tabs (903 NPU)	—	0·75
	11	0·98	—	1·47	deodorant aerosol	6047	—		Trinitrine Cafeinee (1336 WJ & C) †S7	pills	60
powder	100g	0·50	—	0·75	mini Teak	03S1	—	0·21	Trinitrine Papaverine (1336 WJ & C) SI	pills	60
tablets	500g	2·06	—	3·09	soap 1	6031	—	0·08	Trigel (893 Nicholas)	hair dressing tube	1·43Sdz
	100	0·35	—	0·53	talcum	6021	—	0·12	end curl	0·73dz	0·24
	500	1·10	—	1·65	Tension (1074 Roche)	ampoules 10mg/ml	10	0·12	full head	2·29dz	1·17dz
	1000	2·15	—	3·23	500ml	6	0·5S	Roller tweeny	0·52	0·37	
	5000	10·45	—	15·73	2l	—	standard	0·52	Tuamene sulphate (413 Lilly)	Tubelette (800 TM)	—
ampoules 1g/3ml	2S	2·10	—	3·1S	Tetmosol (649 ICI)	0·68	—	0·52	Tulle Gras Lumiere (1336 WJ & C)	compress 10×10cm	10
3g/9ml	10	—	—		soap S% tablets	2·60	—	0·52	Tussfans (901 Norton) †	0·4S	0·68
Sunarama (1169 SOL) existing entry					0·70dz	—			(distributors 1545 Vestric)	—	—
Sunarama (1196 SL)					0·07dz	—			2l	0·38	—
stockings micromesh					0·09dz	—			Twink (412 Elida)	—	—
Budget	1·10dz	0·15dz	0·15		0·09dz	—			Curler tweeny	1·2Sdz	0·69dz
Close-ups	1·72dz	0·23dz	0·25		0·09dz	—			end curl	1·98dz	0·90dz
One-Size	1·32dz	0·18dz	0·19		0·09dz	—			full head	2·92dz	1·605dz
stocking tights					0·09dz	—			Roller tweeny	1·25dz	0·69dz
N.T.1.	2·02dz	0·28dz	0·29		0·09dz	—			standard	1·98dz	0·90dz
N.T.2.	2·72dz	0·38dz	0·39		0·09dz	—			Tyrimide (1153 SKF)	tablets 5mg	30
N.T.3.	3·08dz	0·42dz	0·45		0·09dz	—			250	0·38	4·22
N.T.6.	1·88dz	0·25dz	0·25		0·09dz	—			Tyzanol (969 Pfizer)	spray pack	—
Sunerven (8S1 MHP)	1·75dz	0·64dz	0·26½		0·09dz	—			Ulay (496 Garsalle)	vitamin night cream	80g
200	2·95dz	2·18dz	0·90½		0·09dz	—			Ulcein (896 NL)	cream	16ml
Sunnybisk (535 Granose)					0·09dz	—			Uraseptine (1336 WJ & C)	granules	80g
biscuits	1·28dz	—	0·13		0·09dz	—			0·31	0·11	0·58
	1·73dz	—	0·18		0·09dz	—					
Sunsilk (412 Elida)					0·09dz	—					
shampoos	1·225dz	0·45dz	0·17½		0·09dz	—					
bottle	1·83dz	0·67dz	0·26½		0·09dz	—					
magnum	1·88dz	1·035dz	0·30		0·09dz	—					
hair spray	2·545dz	1·40dz	0·41		0·09dz	—					
standard	3·84dz	2·11dz	0·62		0·09dz	—					
large					0·09dz	—					
Supersoft (1038 R & C)					0·09dz	—					
hair spray	1·915dz	1·05Sdz	0·30		0·09dz	—					
	160g	2·295dz	1·26dz	0·36	0·09dz	—					
	240g	3·05dz	1·69dz	0·48	0·09dz	—					
	380g	4·08g	2·25dz	0·64	0·09dz	—					
talcum					0·09dz	—					
Suppositories Midy (1336 WJ & C)					0·09dz	—					
	0·33	0·12	0·62		0·09dz	—					
Surama (1282 VB)					0·09dz	—					
medicated cigarettes	20	1·20dz	0·44dz	0·18	0·09dz	—					
10 & 50					0·09dz	—					
Sure (509 Gibbs)					0·09dz	—					
anti-perspirant aerosol					0·09dz	—					
handy size	2·28dz	1·255dz	0·36		0·09dz	—					
large	2·915dz	1·605dz	0·46		0·09dz	—					

	Trade £·p	Tax £·p	Retail £·p			Trade £·p	Tax £·p	Retail £·p		Trade £·p	Tax £·p	Retail £·p
co (1265 Vacco) existing entry				D	Vitasac (1335 Wigglesworth)	3.00dz	—	0.37	Williams (255 Chembro)			
co (1265 Vacco)				I	Vittel Grande (1519 5A)	3.07	0.68	0.19½	Aqua Velva after-shave	80cc	1.78dz	0.98dz 0.29
vacuum flasks	VLP	—	0.55		half bottles	(2dz)	(2dz)		142cc	3.04dz	1.67dz	0.49
de luxe	VMSH	—	0.46		bottles	2.24dz	0.50dz	0.28½	Lectric Shave	30cc	1.42dz	0.78dz 0.23
master minor	VMS	—	0.49		Vittel Hepar (1519 5A)	2.24dz	0.50dz	0.28½	80cc	2.80dz	1.54dz	0.45
standard	VM5D	—	0.77		Vosene (105 BTD)	0.24dz	0.09dz	0.03½	glide-on	83cc	2.80dz	1.54dz 0.45
major	VM5	—	0.83		shampoo liquid sachet	1.07dz	0.395dz	0.15	shaving stick	—	2.34dz	0.86dz 0.33
family	VM5Q	—	0.45		standard	1.995dz	0.735dz	0.28	refill	—	0.94dz	0.34dz 0.13
best buy minor	VBBH	—	0.47		cream sachet	0.24dz	0.09dz	0.03½	Ice Blue	55cc	2.80dz	1.54dz 0.45
standard	VBB	—	0.75		Wate-on (366 Dendron)	8.34dz	—	0.99	Aqua Cologne	55cc	2.80dz	1.54dz 0.45
major	VBBD	—	0.80		emulsion regular	16oz	8.34dz	—	110cc	4.64dz	2.55dz	0.75
family	VBBQ	—	0.80		tablets regular	96			Aqua Velva after-shave	55cc	2.41dz	1.33dz 0.39
tea flask					Wella (1318 Wella)	148g	0.24	0.13	110cc	4.02dz	2.21dz	0.65
standard	TF2	—	0.62		hair spray for greasy hair	—			deodorant aerosol	129g	3.72dz	2.05dz 0.60
family	TFQ	—	0.97		balsam	—			electric shave	55cc	2.41dz	1.33dz 0.39
refills					glanz	—			110cc	4.02dz	2.21dz	0.65
master minor	RM	—	0.30		hair spray	75g	0.18	0.10	shave cream lather	60g	1.69dz	0.62dz 0.25
master and tea flask	R5	—	0.30		150g	0.28	0.155		brushless Esquire	65g	1.69dz	0.62dz 0.25
standard	R5	—	0.50		250g	0.38	0.21		talcum powder	90g	2.80dz	1.54dz 0.45
major	RG	—	0.50		320g	0.43	0.235		Windsor (1070 Windsor) existing entry			
family	RF	—	0.50		450g	0.58	0.32		Windsor (1070 Windsor)			
cups and lids					old packs	—			Pink Piccolo talc	108g	0.95dz	0.51dz 0.17
VBBH & VM5H					Wellcome (208 BW)	2000	0.24	0.36	soap lemons 4	N41	2.51dz	0.90dz 0.40
16oz, 27oz & 36oz					diphtheria antitoxin	10,000	0.64	0.96	Wintogeno (800 TM)			
except VLP					20,000	1.24	—		Wintogeno (312 AC)			
VLP					40,000	2.36	—		Woodhue (446 Fl)			
stoppers 8oz & 16oz					60,000	3.34	—		Cologne spray	1785	0.48	0.265 1.05
27oz & 36oz					gas-gangrene antitoxin	2.80	—	4.20	Wuhs (175 BCP)			
car JS					mixed ampoule	—			dog tablets	12	0.72dz	— 0.08
refill JR					Wernets, Dr. (1178 Stafford)	1.18dz	—	0.14	30	1.35dz	— 0.15	
ug tea/coffee QJ					denture powder	18g	—	0.23	Xytox (96 BA)			
romist (331 C of C)					49g	—			spot weeder	2.00dz	— 0.25	
pour spray					100g	3.19dz	—		XZ (957 Perl)			
ium (1074 Roche) †54B	2.40	0.804dz	0.35		White Fire (545 Grossmith)	bath cubes (6)	1.93dz	1.03dz	eye make-up	9.50dz	5.225dz 1.60	
mpoules 10mg/2ml! 10	0.92	—	1.38		bath dusting powder	605	4.07dz	2.18dz	Soul Set shadows	0.158	0.09 0.33	
6	—				beauty soap (3)	606	2.97dz	1.06dz	palettes	0.308	0.165 0.64	
Pine (810 Maw)	0.97dz	0.355dz	0.15		buttle bath oil	610	2.75dz	0.98dz	Yaxa (366 Dendron)			
ona (1155 5 & N) existing entry					Cologne stick	615	2.09dz	1.12dz	super dry aerosol			
ona (1155 5 & N)					cream perfume	616	3.52dz	1.89dz	unperfumed	4.23dz	1.47dz 0.62½	
y killer strip	7.50dz	—	0.85		deodorant roll-on	619	2.04dz	1.09dz	Yeast Pac (944 P & M) existing entry			
oth killer strip	2.64dz	—	0.30		eau de toilette	603	3.08dz	1.65dz	Yeast Pac (994 P & M)			
orole (208 BW)					hand lotion	612	2.09dz	1.12dz	acne treatment	0.62dz	0.225dz 0.08½	
ocort (1153 5KF) T5					perfume 3cc	600	2.48dz	1.33dz	beauty mask	0.64dz	0.35dz 0.10	
ray 15ml	0.21	—	0.32		6cc	601	4.74dz	2.54dz	ready mixed	0.71dz	0.39dz 0.11	
anin (1310 WW) †DDI					12cc	602	9.00dz	4.82dz	medicated	2.36dz	1.30dz 0.37	
tablets 20	1.28dz	0.47dz	0.19		talcum	608	2.25dz	1.21dz	Yeast Vite (104 BP)			
50	2.46dz	0.90	0.36		Wiberg (994 P & M)	8801	1.98dz	1.09dz	tablets	1.23dz	0.455dz 0.17	
tex (851 MHP)					pine essence	8802	3.30dz	1.815dz	2.32dz	0.855dz 0.32		
tablets 160	4.50dz	1.65dz	0.68½		8803	5.40dz	2.97dz		Young Folks (1282 VB)			
dt (1297 WD)					8804	10.80dz	5.94dz		Zal (1480 Izal)			
dt (1169 BG5)					8805	20.40dz	11.22dz		pine fresh dustbin powder	1½lb	1.48	(1½dz) 0.11
old cream	0.09	0.05	0.18		8806	34.80dz	19.14dz		Zephinge (175 BCP)			
o's (104 BP)					Wild Fern (1355 Yardley)	talcum	0.167	0.09	sachets	(6)	0.92dz	0.34dz 0.13
pugh mixture	1.45dz	0.535dz	0.20									
ith honey & lemon												
ipaque (1599 Winthrop)												
powder 3g 6	0.68	—										
plasma Langlebert (1336 WI & C)												
iver (1469 PC)												
tershaver 3129												
atomiser 3125												
odorant aerosol												
3526												
au de Vetiver 3728												
3729												
3730												
atomiser 3025												
licum 4311												
ra (721 LC)												
onic bath												
hy-Celestins (1519 5A)												
slits	2.20	0.49	0.14									
elf bottles	(2dz)	(2dz)										
bottles	3.07	0.68	0.19½									
hy-Grand-Grille (1519 5A)												
bottles	2.24dz	0.50dz	0.28½									
hy Hopital (1519 5A)												
bottles	2.24dz	0.50dz	0.28½									
k (1055 RM) existing entry												
k (1055 RM)												
ough drops 40pkts	1.185	0.43	0.05									
ormula 44												
linctus †DDI	2oz	2.25dz	0.25									
discs	4oz	3.60dz	0.40									
haler	1.62dz	—	0.18									
p wick	1.20dz	0.44dz	0.17									
team inhalation unit	1.21dz	0.44dz	0.17									
epour rub	0.375	—	0.49½									
1.415dz	0.515dz	0.20										
2oz	2.475dz	0.905dz	0.35									
it C cough syrup												
small	1.13dz	0.415dz	0.16									
large	1.975dz	0.725dz	0.28									
el (1280 Vigil)												
tablets 20	0.165	0.06	0.29½									
40	0.30	0.11	0.53									
120	0.845	0.31	1.48									
es (1282 VB) existing entry												
anti-surf hair dressing												
ay rum	2.10dz	1.155dz	0.35									
illiantines	1.20dz	0.66dz	0.20									
urf lotion	1.20dz	0.66dz	0.20									
ice after shave	1.60dz	0.88dz	0.25									
uper lacquer aerosols	1.80dz	0.99dz	0.30									
red label	2.40dz	1.32dz	0.45									
yellow label	2.70dz	1.485dz	0.50									
wig cleaner	2.00dz	—	0.25									

Almay (39 Almay) existing entry	D
Almay (39 Almay)	I
complete make-up	0.345
compact make-up	0.32
refill	0.22
deep mist	0.22
cream cleanser	0.445
liquid cleanser	0.345
moisture cream jar	0.595
tube	0.345
night cream	0.445
shampoo	0.24

	Trade £·p	Tax £·p	Retail £·p			Trade £·p	Tax £·p	Retail £·p			£·p Trade	£·p Tax	£·p Retail
Colomycin (972 Pharmax)				D					A				
injection 500,000 units I				D					A				
1,000,000 units I				D					A				
Cuticura (1491 Cuticura)				A									
hand cream 50g	1.17dz	0.625dz	0.20										
100g	1.76dz	0.945dz	0.30										
medicated liquid 78g	1.66dz	0.59dz	0.25										
ointment 25g	0.99dz	0.35dz	0.15										
64g	1.66dz	0.59dz	0.25										
shaving stick													
refill	1.46dz	0.52dz	0.22										
soap 85g	0.86dz	0.31dz	0.13										
128g	0.73dz	0.26dz	0.11										
talcum 80g	1.00dz	0.36dz	0.15										
120g	1.05dz	0.565dz	0.18										
Daraprim (208 BWV)													
elixir 60ml	0.16	—	0.24	A									
Day-Vits (705 Kirby)				R									
tablets 30	2.25dz	—	0.33										
Elimit (192 Brocades)				D									
Fluor-a-day (368 DHP)‡				C									
tablets 250	0.25	—	0.37½										
Fluor-a-day Lac (368 DHP)‡				C									
tablets 200	0.25	—	0.37½										
Geriden (369 DL)				D									
Heath & Heather (588 H & H)													
anti-smoking tablets	1.29dz	0.47dz	0.20	A									
dandelion coffee ½lb	4.24dz	—	0.47										
honey Special Blend (clear or set)	1lb	2.41dz	—	0.26									
lime blossom-Roumania (clear)	1lb	2.07dz	—	0.22									
7lb	1.15	—	1.48½										
orange—5pain (set)	1lb	2.07dz	—	0.22									
7lb	1.15	—	1.48½										
clover-New Zealand (set)	1lb	2.29dz	—	0.24½									
7lb	1.29	—	1.66										
golden-Mexican (set)	1lb	1.85dz	—	0.20									
7lb	0.99	—	1.28										
hymetus (clear)	1lb	3.97dz	—	0.41½									
floral-Canada (set)	1lb	2.07dz	—	0.22									
7lb	1.15	—	1.48½										
everyday-Guatemala (clear)	1lb	2.09dz	—	0.22½									
7lb	1.15	—	1.49										
acacia-Roumania (clear)	1lb	2.16dz	—	0.23½									
7lb	1.19	—	1.53										
slippery elm food smoking mixture	2lb	4.43dz	—	0.49									
herbal													
fragrant	1.89dz	—	0.21										
plain	1.89dz	—	0.21										
mellow	1.56dz	—	0.17½										
Vi-tablets 50	1.47dz	0.54dz	0.24										
Heatherclean (588 H & H)				A									
0.83dz	0.30dz	0.14											
1.51dz	0.555dz	0.25											
Heinz (593 Heinz)													
dinners for one 7½oz	1.967	—	0.10	I									
(2dz)													
Histofax (208 BWV)													
cream 17.5g	0.14	0.05	0.26	A									
Hold & Shine (1038 R & C)													
hair spray 12oz	2.60	1.40	0.41	●									
Hymosa (887 New Era)													
soap toilet (3)	2.89dz	1.07dz	0.45	C									
Integrin (1599 Winthrop)													
tablets 250	8.92	3.265	—	A									
Je Reviens (1350 Worth)													
eau de Je Reviens atomiser 1¾oz	—	—	1.25	●									
Kirby (705 Kirby)													
bronchial balsam 100ml	1.35dz	0.495dz	0.23	A									
200ml	2.30dz	0.845dz	0.37	R									
non-poison formula													
100ml	1.35dz	0.495dz	0.23	I									
cherry bark linctus child's	1.15dz	0.42dz	0.18	A									
iron & yeast tablets 80	1.40dz	0.51dz	0.25										
junior balsam 100ml	1.15dz	0.42dz	0.18										
mentholated balsam 150ml	1.40dz	0.51dz	0.24										
mouth ulcer tablets 20	1.10dz	0.40dz	0.18										
multivitamin tablets 100	2.00dz	—	0.25										
special backache & kidney tablets 40	1.20dz	0.44dz	0.22										
vitaminised iron & yeast tablets 100	1.75dz	—	0.23										
white horse oils 100ml	1.20dz	0.44dz	0.18										
Lanoxin (208 BWV) †sl				A									
oral solution 10ml	0.18	—	0.27	A									
Lethidrone (208 BWV) †sl				A									
injection 10mg/ml 5	0.44	—	0.66	A									
neonatal 1mg/ml 5ml	0.26	—	0.39										
Mackenzies (312 AC)													
smelling salts flat handbag	0.095	0.035	0.16	A									
Marigold (774 LR)													
baby pants threesome pull-on (3)	1.17dz	—	0.14	●									
two some pull-on	—	—	—	D									
snappies snap-on luxuri snap-on	1.60dz	—	0.19	A									
Navigator (338 Cussons)													
shaving foam	1.713dz	0.63dz	0.24										
Nostroline (705 Kirby)													
1.25dz	0.46dz	0.18	A										
Panadeine Co (1599 Winthrop) †DDI													
tablets 10	1.12dz	0.41dz	0.17½	A									
Panadol (1599 Winthrop)													
tablets 12	0.96dz	—	0.12	A									
Philips (977 PE)													
hair brush electric health lamp combined de luxe	3.105	1.11	5.25	●									
Phyl Nana (545 Grossmith)													
cachous packets	0.81	0.19	0.06	●									
jar 1 lb	(2 dz)	(2 dz)	0.24										
Pregnyl (917 Organon) †54B													
ampoules 100iu/ml 12	1.00	—	1.50	A									
500iu/ml 12	2.333	—	3.50										
1500iu/ml 12	4.333	—	6.50										
5000iu/ml 12	9.00	—	13.50										
Puritan (756 Lever)													
soap large	4.296	—	0.10	A									
Rectalad (369 DL)													
Ronson (1079 Ronson)													
battery shaver R535	4.86	1.79	8.50	●									
Shem-el-Nessim (545 Grossmith)													
cachous packets	0.81	0.19	0.06	●									
jar 1 lb	(2 dz)	(2 dz)	0.24										
Skefotax (208 BWV)													
tablets 17.5g	0.10	0.04	0.19	A									
Sleepwell (705 Kirby)													
tablets 16	1.20dz	0.44dz	0.17	A									
Stericrens (292 CLM)													
contact lens solution	½oz	0.14	0.17	R									
Sterifresh (292 CLM)				</td									

Polaroid sunglasses kill glare more beautifully than ever.

In seventeen new frame styles and new see through lenses.

This year we're giving your Polaroid sunglass customers a fantastic choice of ways to kill glare. (Polaroid's polarizing lenses can eliminate up to 99% of reflected glare).

They can choose between new grey or tan see-through lenses. And from styles like rectangles, squares and ovals.

To make sure everyone knows about Polaroid sunglasses, we've a T.V. campaign aimed at reaching 34 million adults. And ads in the Daily Express from April till the end of June.

Our campaign is going to convince millions that our shatter and scratch resistant glare-killers are now as good to look at as they are to see through.

Polaroid Sunglasses.

4 Million housewives are all set to go—are you?

In May when the soft fruit season starts, so does home jam-making — and so do Certo sales.

Certo is the pure fruit pectin that gives jams and marmalades a perfect flavour-saving set every time.

Last year Certo sales increased by a healthy 38%. This year with the potential home jam-making market standing at 4

million housewives and coupled with our supporting campaign, Certo sales are certain to increase even further.

So if you're not ready for the selling season yet — stock up with Certo now. Certo is available from all main chemist wholesalers.

Sold and distributed for General Foods by
Chemist Brokers
21A-37A South Street, Dorking, Surrey.



COMMENT COMMENT COMMENT COMMENT COMMENT

Who needs pharmacists?

Is the pharmacist really necessary? That question is the basis of an article written by Dr F. E. S. Hatfield, a general practitioner, in a recent issue of *World Medicine*. By the tenor of his article, Dr Hatfield shows that for him the answer is "No."

Pharmacists will not be surprised to learn that the writer dispenses for many of his patients—who "get immediate service" while the less fortunate "queue up at the chemists." These then, are the qualities required of a dispenser:

"A careful, responsible, and intelligent person who excels in deciphering illegible script, who can count and package accurately, and who knows the names and dosages of the common drugs and can use her *MIMS* intelligently."

Dr Hatfield believes that anybody with the right qualities of character can acquire these skills in three months, the average receptionist with an SRN qualification in one month.

It is noticeable that the kind of doctor who writes in this manner is nearly always one who dispenses. Although he has an axe to grind through fear of losing a part of his NHS remuneration and pension, the dispensing doctor is able to find justice in his case only because he confuses the terms "dispenser" and "pharmacist." To him, if tablets are counted and labelled correctly, the job is well done.

The rural general practitioner is a self-sufficient man—he has to be. But is he really so much better than his colleagues who welcome the expertise the pharmacist can provide on hospital wards, in established health centre pharmacies—and in general practice pharmacies where a good working relationship with the local doctors has been established.

Dr Hatfield recognises that his "line of reasoning" may be a terrible threat to the status and livelihood of the pharmaceutical profession. But, he goes on, in all other areas of our society, similar threats are being made by the rapid advances of technology. "We grumble about the irrational demarcation disputes between different power groups in industry, but are similar demarcations between professions to remain sacrosanct for all time?"

The inference must be that the pharmacist is irrelevant to medicine today and should "shut up shop." This is unfortunately indicative of the out-of-touch attitude of many country doctors, and is revealed rather pathetically in Dr Hatfield's question: "Isn't it time that the pharmaceutical profession faced the facts of life and accepted that modern prescribing requires different skills from those formerly required?" Indeed, and isn't it time Dr Hatfield asked today's pharmacy graduate how much of his undergraduate course was spent learning about dispensing?

In an earlier article in *World Medicine*, another rural practitioner put forward a number of suggestions to overcome the "demarcation" dispute. But in common with the author of the latest article, his solutions were based on the convenience of the patient rather than the interests of the patient. Pharmacists know they have much to contribute in the prescriber-to-patient chain, and seek the

co-operation of the medical profession in extending and planning the pharmaceutical service so that as many patients as possible are able to take advantage of it.

Rural area doctors would surely gain—and their patients certainly would—if their energies were devoted entirely to medical activities. Unfortunately it is those holding old-fashioned entrenched positions that hold sway in the councils of the British Medical Association, hence the grim stalemate in the joint working party after more than a year of effort.

The one ray of light we have seen recently is last week's suggestion by Mr J. P. Kerr that a Royal Commission should study the relative roles of the two professions. In view of independent reports, such as that of Sir Noel Hall, we believe we can anticipate that no Royal Commission would side with Dr Hatfield's view of the pharmacist. But having defined the roles, it might carry on to suggest how he and his colleagues might be compensated for the loss of their jealously-guarded right to perform that "simple" operation—dispensing a prescription.

Benefits from history

The manner in which the theatre, television and cinema have been so successful recently in bringing to "life" a number of famous and infamous individuals has created an interest in matters historical amongst those who could disclaim any attraction to historical topics.

The current resurgence of interest in historical matters extends beyond the narrow field of entertainment—the activity in antiques has resulted in peak turnover figures being reported from many salerooms.

However it is not these commercial aspects with which we are immediately concerned, but the resurgence of interest in professional and technical aspects of historical pharmacy and medicine, and we are pleased to note that at least one museum, the famous Wellcome Institute of the History of Medicine, is extending its activities.

Congratulations are due to all those who were concerned with the choosing and transporting of some of the museum's cherished possessions from London to Dublin last week (see page 496).

The number of items on display is but a small proportion of the large collection that Sir Henry Wellcome began. Nevertheless, that small exhibition was a unique venture and we hope that the Institute's authorities will be encouraged by the successful reception and interest displayed at the opening ceremony and for the other open days to find more opportunities of displaying their pharmaceutical treasures to others outside London.

Also perhaps the Pharmaceutical Society's Council might note the success of the Dublin project and encourage those who husband the Society's historical collection to display some of their specimens elsewhere. A mobile exhibition travelling to schools of pharmacy could provide opportunities to engender public interest in the pharmaceutical profession. If the interest is based on accurate information and not fallacies the profession cannot but benefit and pharmacy can demonstrate that its contribution to social progress has not been a mean one.

DIRECT-SALE COSMETICS: TURNOVER WARNING

by A. F. L. Deeson, MA, PhD, DSc

In the United Kingdom, direct selling is a multi-million activity (about £130 million per annum) and covers many products — from tea to lingerie — and a number of different methods, including door-to-door selling, coupon selling, party selling and conventional mail order.

At present the only one that really concerns the retail pharmacist is cosmetics, but the direct selling companies in this field are taking away from him quite a lot of business — Avon alone have a gigantic 15 per cent of the total £100 million-plus market.

Besides Avon there are several other companies in the field:

- Studio Cosmetics (once Studio Girl), sold to Beechams in 1967 and subsequently to Benson's Hosiery in 1970.
- Vanda Beauty Counsellor, owned by Dart Industries, the Tupperware people, an amalgamation of the Vanda companies and the House of Romney, formerly owned by the Coty Division of Pfizer.
- Oriflame; and
- Holiday Magic.

Three companies which also used to operate in this field are now no more: Beauty Match (Spirella); Ondelle (Cussons) and Women's World.

It may be worth looking at the activities of some of these companies in a little more detail.

Avon Cosmetics

Avon Cosmetics Ltd is a wholly-owned subsidiary of Avon Products Inc, USA, the world's largest cosmetics company. Avon started operations in the United Kingdom in 1959 and has since grown to become the largest cosmetic manufacturers in the United Kingdom with a 15 per cent share of the market. They claim a growth rate of about 15-17 per cent per annum.

In lipsticks they are in the lead with 23 per cent of the market; second in eye make-up and nail polish; leaders in many types of face make-up; and fourth in deodorants and anti-perspirants.

They have an extensive and modern manufacturing plant in Northampton, distribution branches near Leeds and at Corby, Northants, and offices in London, Birmingham, Glasgow and Manchester.

The parent company, Avon Products Inc, was started in 1886 by Mr D. McConnell. He was a book salesman who sold educational books and bibles direct to the home in the country districts of New York State. As a goodwill gesture he gave away free miniature bottles of perfume. Finding there was more interest in the perfume than the books, he decided instead to start selling perfumes, cosmetics and toiletries on a home-to-home basis.

Avon cosmetics and toiletries are sold only through accredited Avon representatives who visit the customer in her home. There are over 50,000 Avon representatives in the United Kingdom. The representative is usually a housewife, who devotes some of her spare time to selling Avon preparations. She helps customers to choose their own beauty aids and cosmetics from her Avon catalogue and brochure which shows the full range of over 350 cosmetics, fragrances and toiletries for the whole family. Many are available at special offer prices. She also carries a Beauty Show Case containing actual cosmetics and a demonstration kit, so that the customer can try before she buys, and can choose her cosmetic shades.

Having chosen the cosmetics and toiletries she requires, the customer pays for them three weeks later when the representative calls again as part of her regular service to deliver her order.

Working as an Avon representative, the housewife supplements the family income and at the same time many women find it an enjoyable occupation. To be a representative she needs to devote 12 hours a week to service her area systematically. Provided she makes full use of this time she usually earns an average of about £5 a week and also has opportunities to win additional prizes for sales performance.

Each representative is given a defined area of approximately 300 addresses, near her own home, on which to work. For the right to sell in this exclusive area she pays £4. She is given training and help by women managers. As a representative she earns a discount of 30 per cent off the customer price without purchase tax — about 25 per cent in real terms. There is also a credit scheme whereby the representative only pays Avon after she has received payment from her customers.

The Avon range is comprehensive. Hundreds of beauty aids are included: complete make-up, skin care creams and lotions, cleansers and fresheners, hand creams, deodorants, toothpaste and other grooming essentials, toilet soaps, bath oils, talcs and beauty dusts, shampoos and hair preparations, perfumes, colognes etc. Avon also cater for the men and produce shaving and grooming products. Even given Avon's international experience, a turnover of £15 million plus, attained in 11 years is good going. A spokesman for the company believes that their principal reason for success is that they offer an efficient service in the comfort of the buyer's home, "which in these days of lessening service in other places is becoming increasingly appreciated. Women tend to find shopping trips rather tiring and enjoy the opportunity to find out what may well be to them new types

of cosmetics at home, without having to worry about queues or being pressurised by over-anxious assistants.

"Another reason for our success is the type of women we employ. It is very much a case of one housewife talking to another. As a company we certainly don't try to encourage our representatives to put a foot in the door or be pushing in any way. Indeed, I think it is fair to say that our representatives have the type of relationship whereby if a customer does not want our girl to visit them every three weeks — the normal cycle — the customer can tell the representative con-



cerned without feeling embarrassment or causing unpleasantness . . .

"I think it is fair that some of the credit for the success of our type of operation should go to the mail order houses and supermarkets who have introduced new methods of selling to the public."

Studio Cosmetics

Studio Girl came to Britain in 1965. Beecham bought it up for "less than £500,000" from Helene Curtis Inc in February 1967 and changed the name because they thought Studio Girl smacked of the thirties. It was unprofitable when purchased by Beecham (losses were around £600,000 a year) but Beecham hoped to revive it by a combination of better management and product improvements. We asked Mr R. V. Stevens of Beechams to comment on what happened then. He says:

"The achievement of this objective was frustrated by general government restric-

tions on consumer spending and particularly by the increase in purchase tax on cosmetics from 25 per cent to 55 per cent. The effect of this tax increase was to raise retail prices by about a quarter.

"As a result, the business continued to operate at a loss and, early in 1970, Beecham reluctantly decided to withdraw from the direct selling cosmetics market in the United Kingdom."

Apart from losses sustained during Beecham's period of operation (£750,000 or more) they sold out to Benson's Hosiery for only a round £200,000. During the Beecham ownership Studio Cosmetics sales declined from £1.1 million in the 15-month period 1967-8 to less than £700,000 in 1968-9.

At the time of the take-over by Benson's last year, the new management stated they were not going to engage in all-out war with Avon. Instead they planned to cut down on catalogues and reduce the number of lines from 400 odd to 200 or so.

Today Studio Cosmetics employ about 20 manageresses in charge of 14-15,000 part-time agents. How they have been faring will not be known until their first figures appear later this year, but Trevor Jones, managing director, tells me that they are at present trading profitably "on a month-to-month basis."

Prior to joining Studio Cosmetics, Mr Jones was with Alberto's successful "World of Beauty" mail order cosmetics company. He believes that direct selling of cosmetics is successful because:

"Firstly, this type of operation enables the customer to obtain advice from somebody of her own age. If a woman goes into a chemist the chances are that she will be served by an 18-year-old — the most that many pharmacists can afford. Although the girl may be reasonably competent, it is unlikely that a woman who is, say 35, will discuss her more personal problems or take advice on cosmetics.

Continued on page 512



Picture by courtesy Avon Cosmetics Ltd.

"Secondly, the service offered is in the privacy of the customer's own home. This results in a better personal service to the customer but it can be obtained through most normal retail channels.

"Thirdly, as a company we offer a number of bargains throughout the year. The customer can purchase at reduced prices, a facility which makes her feel she is doing rather better than if she purchased a comparable product from a shop in the High Street.

"Fourthly, on the tester side, the customer is able to spend more time trying out different lipsticks, for instance, than would be possible if she was in a chemist's shop — and if chemists haven't changed since I used to sell to them, their range is usually limited to light, medium and dark, instead of the 23 odd changes offered by the company concerned."

Vanda Beauty Counselor

The House of Romney began direct selling operations in March 1963. In 1968 it became part of the Dart Industries Cosmetic Group. Vanda was the original direct selling group in Dart Industries and is well established in the USA. Beauty Counselor was another cosmetic direct selling company which began life in the United States and started operations here in 1950. It was acquired by Dart in 1969. On September 1, 1969 the three cosmetic companies came together to form Vanda Beauty Counselor.

In 1969 Dart Industries earned \$44.5 million, of which international operations contributed 19 per cent.

Vanda Beauty Counselor lays heavy emphasis on its counselling service, offering free skin care analysis. Otherwise they work on much the same basis as the other direct selling companies and claim some 20,000 "counselors" which makes them second to Avon. George Keay of Vanda Beauty Counselor told me: "Although I am not aware of market shares, it is Dart's intention that we should become a very strong competitor to Avon over the next couple of years, with a comparable turnover."

Oriflame (UK) Ltd

Swedish in origin, the United Kingdom company was registered in September 1970 and only began operations at the beginning of November 1970.

Oriflame's operations differ from the other companies already discussed, who believe in personal, woman-to-woman selling in the prospect's home. Instead Oriflame are planning Tupperware-type parties when their consultants — part-time housewives — provide instruction on which cosmetics to use and how they should be applied.

Heading the British operation is Mr M. Wishaw, who for seven years was a senior Tupperware executive. Interviewed in December, he said: "To date I am very happy with the way things are going and although it is not possible to give you any indication of our targets, I think by taking things slowly we should be able to carve out for ourselves a reasonable share of the market."

Holiday Magic

Holiday Magic Inc, founded in 1964 in California, introduced its range of direct selling cosmetics into the United Kingdom in 1969 by franchise investors who paid £210,000 for the privilege of setting up Holiday Magic (Great Britain) Ltd.

The parent company had a turnover of \$7 million in 1965, which by 1967 had grown to \$35 million. When the British company was formed it announced:

"With the ever-increasing change in consumer buying habits and the rising tendency towards direct selling, Holiday Magic (GB) Ltd are confident that by 1973 they will capture between 15 per cent and 18 per cent of the cosmetics market, giving sales in excess of £20m."

Holiday Magic, both in the United States and here, has a more limited range than its competitors — limited that is in variety, although it covers most types of cosmetics and toiletries.

In their first year in Britain Holiday Magic claimed well over £1 million turnover and talk of reaching "around £6 million" by the summer of 1971.

Of all the direct selling cosmetic companies Holiday Magic has aroused the greatest controversy and provoked the most criticism. This is principally because while all the other companies in this field do not expect their distributors, counsellors, or representatives to pay for the goods until they have sold them — in other words they do not ask for a capital commitment — Holiday Magic preach what the *Daily Telegraph* described as "piping hot gospelling" to encourage people to buy-in cosmetics "at up to £960 a shot to become a 'master distributor'." These people are then highly motivated to draw in others to widen the pyramid with promises of instant fortunes to be made. The growth effect is like a chain letter."

The lowest echelon in the "magic" pyramid is the Holiday Girl, generally a housewife but sometimes an office girl, who has to pay £11 for a demonstration kit complete with cosmetics which she can sell for £23. An organiser who gets a small commission on the sales of girls below her gets 43 per cent discount on her own sales. Her entrance fee is £35-odd, paid to the master distributor, who is in effect a wholesaler of the products and the only one to hold stock.

The master pays £969 for his position, £540 of which brings him £1,200 of cosmetics. From then on he gets a straight 55 per cent on anything he buys, if only a single lipstick, whereas the Holiday Girls' and organisers' discount is based on volume.

Any master who wants to rise to the supreme rank of general distributor has to pay a further £800. He is then entitled to 10 per cent commission on the purchases made by all the masters he recruits.

The Direct Sales and Service Association was formed in May 1965 and now claims to represent 70 per cent of the direct sales industry in the United Kingdom. All the established companies in cosmetic direct selling, with the exception of Holiday Magic, are members.

Members must guarantee the quality of

their merchandise, must not practise switch-selling, or misrepresent their products, must submit their order form for approval and satisfy the Association of their methods of recruitment and training of representatives, and that complaints are handled effectively.

This, then, is the direct selling picture in cosmetics — an operation which takes away from the pharmacist and other retail outlets a total of at least £22 million of the £115 million cosmetic market — in other words not far short of a fifth.

And the risk is that successful direct selling companies in cosmetics may extend their operations at some time in the future — to shaving creams, razor blades and so on. They already carry men's toiletries and while they all deny that they have any such moves in mind, they are not beyond the bounds of possibility. Against these operations the retail pharmacist has very little defence. In his article "About Face" (in the *C&D* November 28, 1970), J. Barrie Thompson suggested some possible actions which retailers could take.

The main problem, as indicated earlier, is that women *like* being sold in their homes where they can make purchases a social occasion and discuss personal problems — and they have a much larger range over which they can ponder and test. Nothing the pharmacist can do can match these benefits.

On their own ground

Unless, of course, you follow the lead of one pharmacist quoted in *The Sunday Times* in 1969. Apparently he is the owner of five shops and has been selling cosmetics for 15 years. He decided Holiday Magic was so good he paid out to become a general distributor. He was quoted as saying, "if you're going to beat Avon on their own ground, you have to have something different to offer."

This article is simply a report of facts. The situation *could* get worse for the retailer; perhaps it won't. There are whisperings that profitability, even for the leaders, is not all that had been expected in the last couple of years. There are some indications that this type of selling has reached its peak in cosmetics, that the impetus is going out of the market.

Women are notoriously fickle; they are not likely to commit themselves to one source of cosmetics supply year-in, year-out, which means that the direct selling companies have always got to be finding new customers.

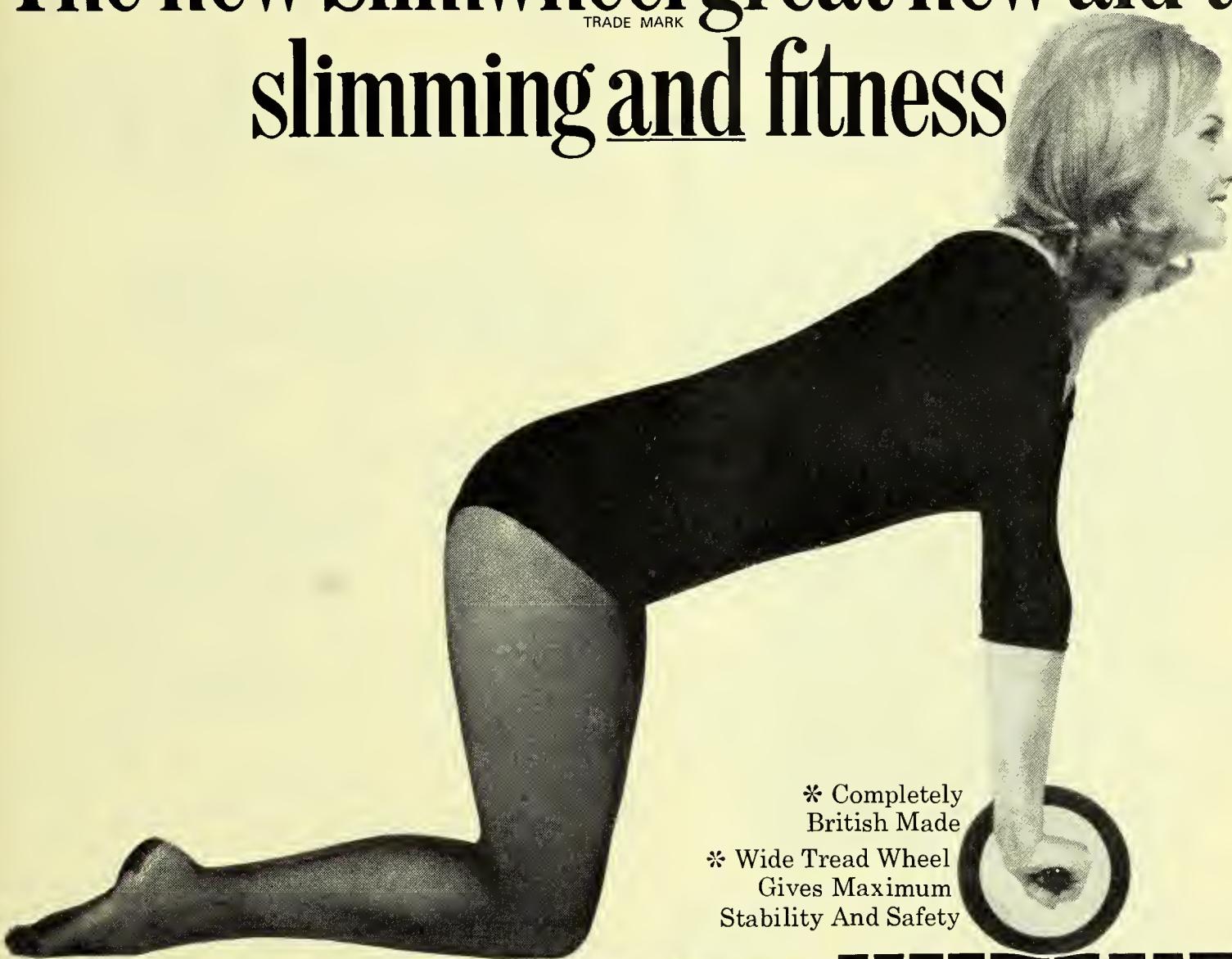
A potential customer has got to be at home when the representative calls — and she has got to be remarkably well organised to think out all her requirements for a three-week period. Other problems for the direct sellers include a high turnover among sales agents. Housewives meet all sorts of problems that may prevent them from continuing as representatives and customers will not be infinitely accommodating when it comes to inviting people into their homes.

These are all small points, perhaps, but they add up and *could* be deterrents to further growth in this field.

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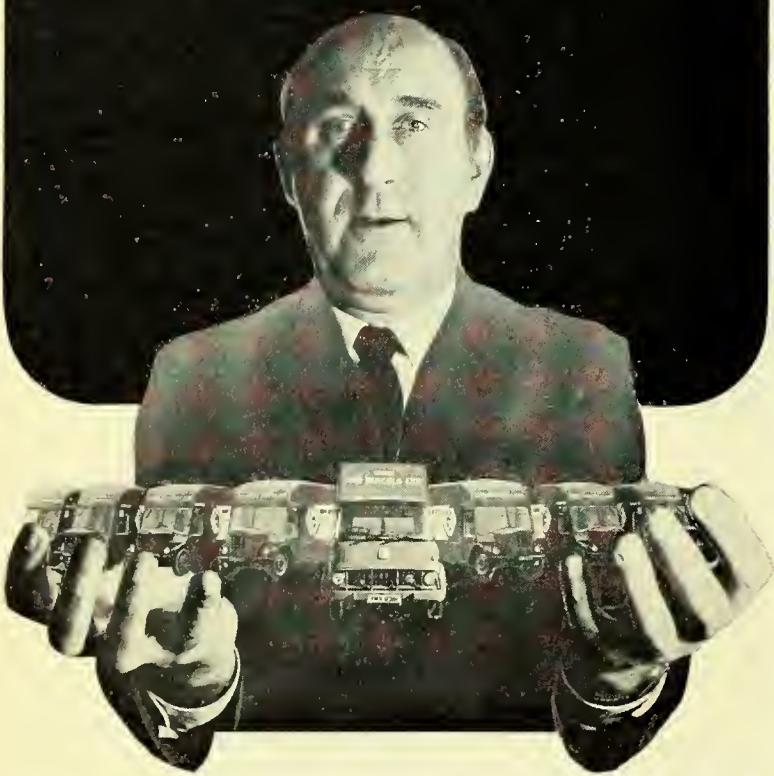
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LETTERS

Pharmacists and Rotary

Some months ago pharmacists who are or had been members of a Rotary club were invited to submit their signatures, for inclusion in an album which was duly presented to the president of Rotary in Great Britain and Ireland in 1969-70 (Mr Gordon Taylor), himself a pharmacist, and only the second pharmacist to hold this important office since 1914.

All signatures sent were recorded, and other details received carefully collated. Replies were received from pharmacists in clubs in every one of the 19 Rotary districts.

A small pilot survey in a given area indicated that one-in-two pharmacists in Rotary had sent replies. If this tendency reflected itself nationally, as seems probable, it would be fair to suggest that pharmacists are members of just over half the Rotary clubs in Great Britain and Ireland.

Compared no doubt with other trades and professions, this is rather a low percentage, explained probably by the fact, that many pharmacists do not find it possible to leave their place of business, and give up their time to the demands of Rotary.

Ninety per cent were engaged in retail practice, the other 10 per cent being in industry, wholesale or manufacturing. One reply only came from a pharmacist in academic pharmacy and one only from a hospital pharmacists. Ages ranged from 28 to over 80.

Pharmacists rotarians included a gold and silver charter medallist, at least two had an OBE and two others an MBE. Several were Fellows of the Society and a few possessed PhD degrees.

From the survey it would seem that pharmacists in the provinces are more actively engaged in Rotary than in the large cities, Yorkshire showing the highest percentage.

One important fact emerged. Few pharmacists in Rotary find themselves able to participate to any great extent in the higher levels of district or national office. This in itself would indicate the desirability where possible of small units, joining together, to form units operated by two or more pharmacists, thus creating the climate and conditions whereby pharmacists are more easily able to take part in extra non-pharmaceutical activities.

Though every attempt has been made to make the survey conducted as accurate as possible, it can only be fairly claimed to be a probable assessment of the actual strength of the number of pharmacists in Rotary, in view of the manner in which it was undertaken and the number of replies received.

It would however be fair to suggest that we have some way to go before we

catch up with our professional colleagues in France where pharmacists are the third highest classification in Rotary.

The album, presented to Mr Taylor, by past and present pharmacists in Rotary contained a message of congratulations from Mr Albert Howells, when president of the Society and Mr Allen Aldington, who was then immediate past-president, and signatures and best wishes from pharmacists in every one of the 19 districts. The signatures were collected by myself.

Stanley Paske,
Swanage

Panic or logic?

The opinion expressed by Xrayser (April 10) regarding cost-related charges sounds more like panic than logic.

To suggest that a busy pharmaceutical department is no place for the application of cost-related charges is to suggest that activity in such a department is not to be cost related.

To suggest that disaster and danger to the public could result from the pharmacist, in his delicate condition, actually having to price a prescription makes me wonder if there is a branch of pharmacy I don't know about.

Surely, a logical approach to this problem could be as follows. For private prescriptions we have always had cost-related charges at one hundred per cent. If we must have NHS cost-related charges then why not calculate them in the pharmacy where this has always been done? However, at this point the term "cost-related" should now be applied to the word fee! The cost-related fee for the job would allow for the occasional week in a nursing-home, but most important of all, this extra fee should cover the employment of extra staff and finally show a profit on such further activity.

J. Fraser Bell
Liverpool

Drug store titles

With reference to the article by Dr T. D. Whittet, on pharmacy titles in France, the title "Droguerie" is not used for a drug store, but for a shop where one buys paint, wall paper, household chemicals (eg ammonia) etc, but definitely not drugs or medical sundries which in France are only obtainable through pharmacies.

W. Doherty,
Windermere, Westmorland

Dr Whittet writes: Whilst I agree that drugs and medicines are restricted to pharmacies in France, as I pointed out in my reply to the letter from Mr Marriott about "drug stores" in Switzerland (November 14 1970, p 694), I do not mean to imply that those of other countries are identical with British ones but intended to distinguish between businesses run by non-pharmacists (British type) and those by pharmacists (American type).

Despite the fact that the French "Droguerie" does not sell medicines or drugs they are roughly similar types of establishments to British drug stores. Incidentally two dictionaries (one old and one modern) give the translations drugs and drug-trade

for droguerie. There are numerous types of establishments on the Continent dealing in dressings and surgical sundries. I have met the following:— Bandagist; Orthopaedie; Sanitaria. In Finland the title Kemikalia is used for the business selling household chemicals. These do not sell drugs.

Open invitation

We have sent the following letter to Sir Keith Joseph, PC, MP, in connection with the proposed cost-related prescription charge scheme:

"We have read with apprehension, the outlines in the pharmaceutical Press of your cost-related prescription charge scheme. We feel quite seriously, that this is likely to be exceedingly difficult to operate and feel that you may not be aware of the practical difficulties involved.

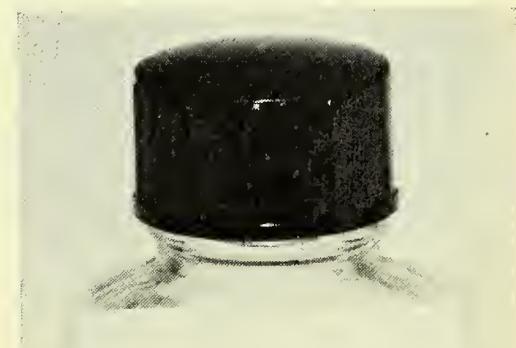
To this end we invite you to spend some time, preferably one week, in one of our pharmacies, preferably during "rota" week, that you may appreciate some aspects of the practice of pharmacy.

We would be grateful if, when you arrive, you would bring with you a section of wall large enough to accommodate the proposed chart and the floor space, with furniture, to provide for the additional non-productive clerical work required of the customer."

M. E. James, director
N. Quenby Ltd,
Canvey Island

NP?

Mr R. D. Gaiger, Sutton, Surrey, has a collecting box at his pharmacy for medicine containers returned by customers. It recently attracted the intriguing example of "NP" labelling pictured below.



UGLY PILLS.

Poser solution
Last week's "poser" prescription was for Tabs Soneryl.

PROFESSIONAL NEWS

Pharmaceutical Society of Great Britain

'Substitution' allegations bring new problems

Because patients are examining dispensed medicines more closely as a result of the recent "substitution" allegations, differences in branded tablets and capsules are being brought to pharmacists' notice, the Council of the Pharmaceutical Society has been told.

At the Council's April meeting, the industrial practice subcommittee reported that in some cases difficulties had arisen because of the practice of some manufacturers of presenting a tablet or capsule in two different forms, one for distribution to hospital pharmacies and the second to general practice pharmacies. In each case, the tablets or capsules were supplied under the same brand name. As a result, patients discharged from hospital might take home with them a small supply of a product labelled with a specific brand name and when they had a prescription dispensed from their general practice pharmacy, they found they had received a product which although labelled with the same brand name, looked different.

It was recommended that the standards committee of the Association of the British Pharmaceutical Industry should be asked to consider the matter and submit comments. It was also recommended that the Guild of Public Pharmacists should be asked whether it was usual for hospital pharmacists to ask for a drug to be supplied under a specific brand name in a form different from that usually distributed to general practice pharmacies.

Batch to batch variation in the appearance of tablets had also caused difficulties, it was reported. Variations, quite wide on occasion, included differences in colour and the omission of a printed brand name or code from genuine tablets or capsules. Such batch variations were not always deliberate. After examining a selection of tablets showing colour variation the subcommittee had considered that some of the variations ought not to be acceptable under normal quality control conditions.

There had also been problems following the decision by a manufacturer to change completely the appearance of a tablet or capsule. The committee accepted that manufacturers were unable to withdraw all stocks of an "old" form of tablet or capsule when such a change was made and the holding of stocks by wholesalers and pharmacies also led to complications. The matter was further complicated because it was often difficult, due to long delivery dates for tablet punches and dyes, to include a code number or brand name on tablets and capsules marketed as soon as clinical trials had been completed. The resulting "blank" tablets, followed eventually by marked tablets, had also led to some confusion.

The subcommittee had agreed it was most important to ensure that all pharmacists were informed of any planned change in the appearance of a product. Council

recommended that the general practice subcommittee should be asked to put its views to the industrial practice subcommittee on the best way in which planned changes in the appearance of a medicinal product could be notified to pharmacists by the manufacturer.

The secretary and registrar Mr D. F. Lewis reported that, following a Council decision, he had written to Lord Hill of Luton, chairman of the BBC, in November 1970, protesting strongly about the "24 Hours" programme and asking for a meeting to explain the indignation felt by pharmacists about the bias in the programme.

In further correspondence the secretary and registrar had said that he would not write in detail on individual cases as a number of writs for libel had been issued against the *Sunday Times*. A reply had been received saying that because of the cases the correspondence could not be continued, nor could a meeting be agreed.

Reciprocity with Northern Ireland

It was resolved that a reciprocal agreement be concluded with the Pharmaceutical Society of Northern Ireland for the registration as a pharmaceutical chemist under the Pharmacy Act 1954, without examination, of a person registered as a pharmaceutical chemist in Northern Ireland who produces evidence satisfactory to the Council that he is a person of sufficient skill and knowledge to be so registered.

Following discussions last year, it had been recommended that the degree of Bachelor of Science (honours) in Pharmacy at Queen's University, Belfast, should be accepted in principle as complying with the Byelaws Section XX(4). The Pharmaceutical Society of Northern Ireland had pointed out that the restrictions on qualifications recognised in the present agreement had virtually no application now as they applied to a small number of pharmacists who were over 65 or to a group of pharmacists who were not eligible for registration in Great Britain under the existing agreement. Therefore the Council of the Northern Ireland Society had felt that in a new agreement those restrictive conditions could be omitted without any noticeable increase in the number of Northern Ireland pharmacists seeking registration in Britain.

The Education Committee asked that a draft Byelaw should be prepared for

consideration, together with draft requirements and conditions for pre-registration experience and notes for guidance. The Committee had decided at its February meeting the periods of pre-registration experience that should be recognised, provided each was undertaken after graduation.

A report on the progress of the Industrial Relations Bill through Parliament was given by the secretary and registrar. He said that in the past month more than 100 amendments to the Bill had been tabled. It had been difficult to obtain copies of the amendments, and clauses concerning professional bodies such as the Society had been debated and passed without consultation and without the bodies concerned having been aware of their substance and implication. Mr Lewis suggested that when the Bill was in its final form, legal opinion could be obtained on it and the advantages and disadvantages of registration ascertained. Counsel's opinion supported his own view that the Society would be registrable.

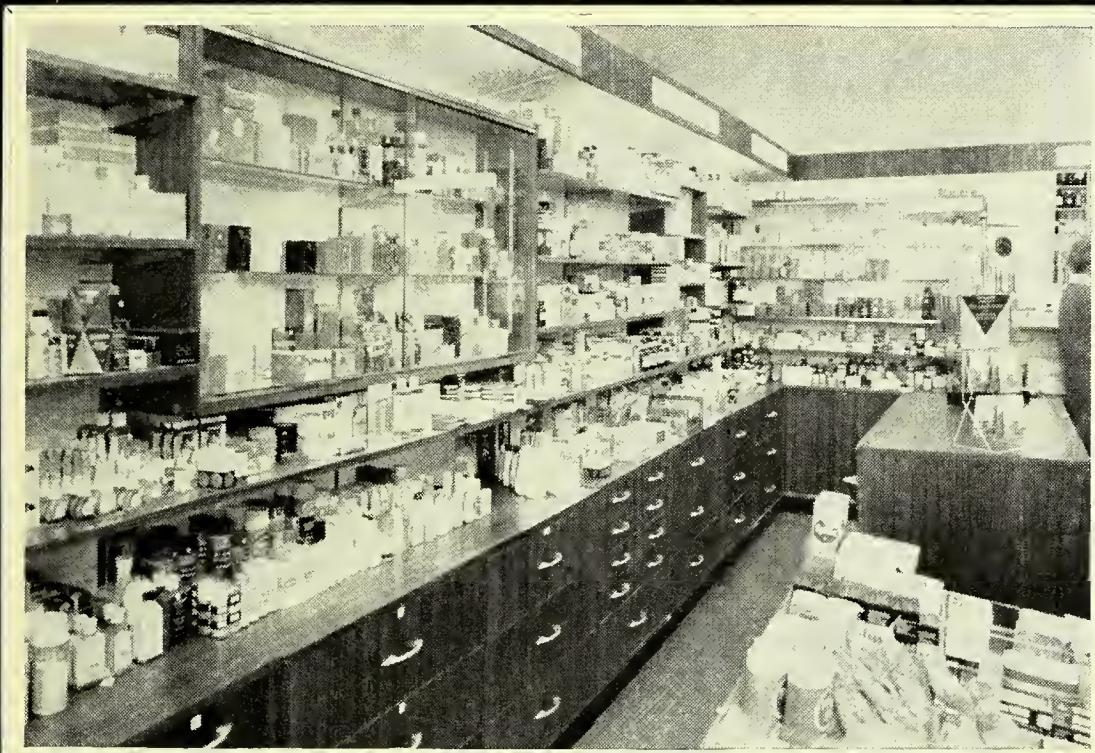
Mr J. E. Balmford asked whether other professions were in similar doubt with respect to the relevant clauses of the Bill and if so whether the Society could not co-operate with them in obtaining clarification. Mr Lewis replied that there was no other professional body in a similar situation to that of the Society.

Charities changes approved

It was reported that the Charity Commission had approved three schemes concerning the Society's charities. They were (1) to transfer the assets of the War Aid Fund to the Benevolent Fund; (2) to apply the income of the Hills Orphan Fund not needed for the original purposes of the fund to be used for relieving in cases of need, orphans of members and associates of the Society; and (3) to pool the investments of the Benevolent Fund, the Birds-grove House Fund, the Emergency Fund, the Hills Orphan Fund, the Orphan Fund and the War Aid Fund.

Concern had been expressed at the meeting of the agricultural and veterinary practice subcommittee about the lack of control in the regulations implementing the report of the Swann Committee on the use of antibiotics in animal husbandry and veterinary medicine, which had been tabled in Parliament. A letter expressing the concern of the Society, the industry and veterinary bodies about the virtual impossibility of enforcing the regulations as at present drafted would be sent to the Ministry of Agriculture, Fisheries and Food. It was recommended that the Ministry should be asked for clarification of the precise meaning of the words used in the regulations—"mixed with diluent." Would they, for example, allow a supplier of animal feeds to supply a soluble powder, or would they allow only the supply of antibiotics ready mixed for administration?

Mr A. Aldington was nominated to serve as an additional representative on the British Medical Association's panel on pharmaceutical products which had been set up to consider the packaging, prescribing and security of medicines.



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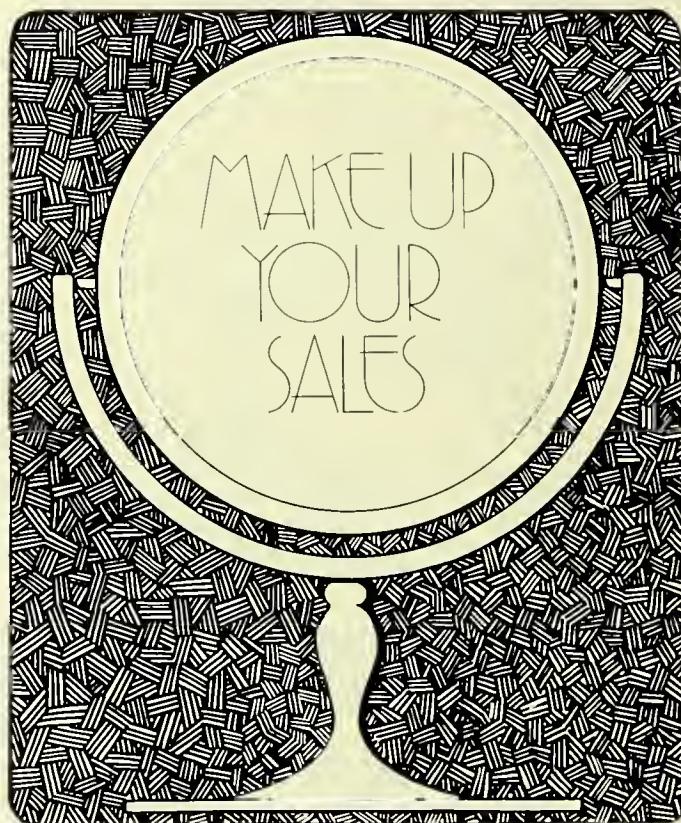
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An 'intermediate' list of medicines for pharmacist-only sale?

Would you, as a retail pharmacist, be prepared to consider an intermediate list of medicinal products over which you would exercise—and prove yourself to be exercising—control of sales?

That question was posed by Mr Desmond Lewis, secretary of the Pharmaceutical Society of Great Britain, to members attending the annual conference of the Bath and West Region of the Pharmaceutical Society at Bristol on April 18.

Mr Lewis was addressing the annual meeting of the Region on "The effect on pharmacy of recent legislation" and it was during the last of four recent legislative procedures which he described that the question was posed, and on a vote being taken all were in favour of such a list. Mr Lewis had earlier said that there was nothing in the new Medicines Act which compared to Schedule 1, and he suggested that as counter prescribing would still be permitted it was essential that the medicines prescribed by the pharmacist were pharmacologically active. Mr Lewis said he was in favour of the list of products that may be supplied on prescription only being reduced to a minimum. From the floor it was suggested that doctors regard counter-prescribing as something abhorrent. While agreeing with those remarks Mr Lewis wanted greater flexibility so that the pharmacist could exercise a greater part of his professional knowledge. Two classes of products Mr Lewis instanced as suitable for the intermediate list, sales of which could be supervised, were antihistamines and ergotamine preparations for migraine.

The other two categories of medicines were those on the general sale list and those supplied on prescription only.

'Deluge of legislation'

Mr Lewis had begun by saying that in recent years the population of the United Kingdom had been subjected to an ever-increasing deluge of legislation. "Government has followed government, apparently assessing success by the quantity of legislation enacted and we, as citizens, have been content with the resulting situation." Indeed, it was rare to hear complaints; more frequently, he said, "You hear a comment or argument concluded with the statement: 'there ought to be a law to stop it'."

As pharmacists we had, until recently, been fairly free of legislation. "But now the deluge has descended upon us, the result, or effect, cannot yet be estimated in full but we can be sure that within the next few years the practice of our profession will be profoundly altered." What concerned him was the fact that those changes would result from legislation "that we, as pharmacists, did not and could not control."

The first Act to be dealt with by Mr Lewis was the Monopolies and Restrictive Practices Act 1948—"not recent legislation but the effect is recent," he said. It had

established a Monopolies Commission "which is very active indeed."

In January 1967 it was announced in Parliament that the professions were to be examined. "Certainly if you are a profession you've got restrictive practices and monopolies, you must—but all need not necessarily be bad," said Mr Lewis.

The professions became greatly worried and more so when it seemed that the professions were to be judged without proper evidence being given by them. The Commission kept changing its tune or terms of reference; for instance it said it was not interested in any powers granted to a profession by laws or charter, then it said it was interested. One of the "restrictions" frowned on by the Commission, which all professions believed in, was that on advertising.

A circumstance not envisaged

Professions had in the past governed by delegated authority, "it is quite possible that any profession which wants to change its rules will have to consult and be answerable to the Monopolies Commission." That was a new circumstance which no one ever envisaged, said Mr Lewis, and it was bound to have an important effect on the role of pharmacy.

The next piece of legislation dealt with was the Industrial Relations Bill. In October 1970 the Department of Employment and Productivity published a consultative document on a proposed Industrial Relations Bill, the stated purpose being: "To amend the law relating to employers and workers and to organisations of employers and organisations of workers." The Bill also provided for the establishment of a National Industrial Court and for extending the jurisdiction of Industrial Tribunals.

The document raised doubts in the minds of professional bodies. Some did "regulate relations between employers and employees." Some were involved in negotiating of salaries but the majority were not. Few, if any, of the professional bodies were primarily concerned with the regulation of relations.

The document appeared to indicate that professional bodies would be covered by proposed legislation and the first published Bill confirmed that. Immediately certain professions protested and the Society was one of the first to seek assurance that their position would not be affected. The British Medical Association was particularly vigorous in its opposition because it was a registered company. The intervention by the professions caused some consternation, he said, the Government, in fact, had not realised that the Bill, as drafted, affected the professions.



Mr J. Wright, afternoon speaker at the Bath regional conference

To meet the situation the Government proposed a "special register" for professional and chartered bodies and extended the definition of "worker."

"We don't want registration, we have no wish to be added to a special industrial register unless we have to be so registered to protect the functions we are at present doing," he said. From information he had, Mr Lewis was certain the Society could register. He had written in November 1970 for clarification on certain points but not until March 30 had he received a reply. The Bill affects all pharmacists but no one had an opportunity to make their voice heard; they could not even buy the list of amendments for the Bill from the Stationery Office at the time.

Thirdly Mr Lewis dealt with the Misuse of Drugs Bill—which he described personally as "emotive legislation" or "Doodlers' legislation." A better title would have been "The Drugs Prevention of Misuse Act." The speaker maintained that there were too many inspections being made under existing regulations—there were potentially more under this Bill.

The advisory council set up under the Act could decide the form of prescription, the form of labelling. There should, he maintained, be the same form of prescription under the Misuse of Drugs Act as under the Medicines Act.

The Medicines Act had been on the Statute Book for 2½ years but its impact had not yet been felt as the regulations had yet to be drafted.

The findings of two committees now sitting would have a great effect on the practice of pharmacy.

Pharmacists will soon have to decide what is meant by "supervising" a sale of medicines because although under the Pharmacy and Poisons Act 1933 it had been established in the courts, the Medicines Act was not accepting that definition. "Only a new test case, which no one wants, may ultimately decide it," said Mr Lewis.

Continued on page 520

'Legislation won't solve our problems'

Prompted by Mr Lewis' address, Mr J Wright, director, National Pharmaceutical Union Group, chose as his subject "Don't pin your hopes on legislation."

Mr Wright said he did not share the hopes of some members who pinned their hopes for the future of retail pharmacy on protective legislation.

He believed that an economically viable and thriving retail sector of pharmacy was essential for the welfare of the community at large, by safeguarding the National Health Service and the whole profession.

Although in the last few years many pharmacies had closed, "We must admit to ourselves that in many areas, the public has not suffered by closures and the businesses that remain are less likely to become uneconomic," he said.

"The whole trend of Government thinking for years has been against monopolies, restrictive practices and 'featherbedding the inefficient.' We cannot sit back and expect anyone outside retail pharmacy to solve our problems for us." So, said Mr Wright, at NPU headquarters they had to take steps to protect members and further their interests.

Basis for future action

The four-fold basic policy that they had pursued for some time now would continue to form a basis for future action. That policy was: Shop modernisation; management and staff training; services to promote business efficiency; and NPUM products.

"Whilst the change may be deplored by some, the public nowadays, and in particular the younger generation, are no longer attracted by dark, mahogany-lined shops. Brightly lit, clean, well laid out premises are preferred."

The modern traditional pharmacy in suburban areas could be economically viable where only the traditional range of goods was sold, but not so in some areas where overhead expenses were high. Because it is considered important that pharmacies should continue to provide a service in the centres of towns and cities, it was recognised that other ranges of goods would have to be sold in the same building, or alternatively, that another retail establishment might have to be associated with the pharmacy. The criterion of suitability should be whether or not the nature of the goods conflicted with the professional image of retail pharmacy. Similarly, in

rural and semi-rural areas, it might be necessary for a wider range of merchandise to be stocked than in the traditional pharmacy, even though the size of the premises may be no larger than that of the typical suburban pharmacy.

In order that pharmacies in all areas be recognised as the source of supply of medicines, there should, wherever possible, be a clear segregation of goods, so that it was apparent that medicines were treated in a different manner from the remainder of the stock. "Departments such as sub-post offices, off licences, stationery counters, etc, should, therefore, wherever possible, be clearly segregated," he added.

The future of a successful pharmacy today lay in a "professional" approach to the problems of pharmaceutical retailing. That meant not only must a pharmacist be an expert in his chosen vocation but an expert retailer as well. "Today, hit and miss policies will no longer produce success."

Promotion under attack

After months of preparatory work, the NPU had now entered the proprietary promotions field jointly with the toiletries division of Reckitt & Colman. Members could now obtain five brand leaders in the toiletries field on terms that would enable them to sell to the public at reduced prices and to give a free sachet of shampoo as an additional incentive.

From the floor Mr Percy Cohens, Plymouth, led an attack on the policy of the NPU taking up the first promotion with Reckitt & Colman after the experience provided by their Dettol marketing policy. Mr Wright countered by asking whether the questioner wished to put the clock back. There were good reasons—the goods were branded, sold well and the makers were prepared to put a lot of money into advertising them—advertising that will help the retailer to recover some of the business lost to the supermarket. Another speaker said the NPUM was ambivalent in policy; they marketed shampoos yet were making a special promotion for Reckitt & Colman.

And how long would it last? There would come the time when the special terms would end and the supermarket would again be more economically placed. Mr Wright replied that a big job was to get the customer into the shop and project the image that the independent pharmacist gave value for money.

In the course of a discussion on NHS cost-related prescriptions it transpired that many pharmacists up and down the country were supplying mixtures at prices far below cost price. It was suggested that many pharmacists were far too concerned about charging the same price as a competitor.

COMING EVENTS

Monday, April 26

Nottingham Branch, Pharmaceutical Society, 64 St. James's Street, Nottingham, at 8 pm. Annual meeting.

Plymouth Branch, Pharmaceutical Society, Board Room, Greenbank Hospital, Plymouth, at 8 pm. Annual meeting.

Tuesday, April 27

Fife Branch, Pharmaceutical Society, Ollerton hotel, Kirkcaldy, at 7.45 pm. Annual meeting. **Warrington Branch, Pharmaceutical Society,** Hillcliffe Hydro hotel, Appleton, at 8 pm. Annual meeting.

Wednesday, April 28

West Metropolitan Branch, Pharmaceutical Society, and **West London Branch, National Pharmaceutical Union,** Great Western Royal hotel, Paddington Station, London, W2, at 7.45 pm. Annual meetings, followed by Dr R. Bettley on "Acre, eczema and pruritis."

Merseyside Branch, National Association of Women Pharmacists, Boulevard restaurant, Southport. Spring rendezvous with evening meal.

Thursday, April 29

Bedfordshire Branch, Pharmaceutical Society, Red Lion hotel, Deadmans Cross, at 8 pm. Annual meeting.

Thames Valley Branches, Pharmaceutical Society and National Pharmaceutical Union, Winthrop House, Surbiton, at 8 pm. Annual meetings followed by Mr R. Bemrose on "Toys through the ages."

Friday, April 30

Croydon Branch, Pharmaceutical Society, Greyhound hotel, Croydon, at 7.45 pm. Annual meeting followed by Mr J. Wright, secretary, National Pharmaceutical Union, on "Current pharmaceutical problems."

Advance Information

Pharmaceutical Society of Great Britain, 17 Bloomsbury Square, London WC1, at 7 pm. on May 5. Mr T. D. Turner, Welsh School of Pharmacy, on "Pharmaceutical applications of plant tissue culture."

Leicester School of Pharmacy, Abbey motor hotel, at 7.45 pm on June 19. Summer ball and reunion. Tickets £6.60 each are available from A. Miszka, social committee chairman, School of Pharmacy, City of Leicester Polytechnic, PO Box 143, Leicester LE1 9BH.

Pharmaceutical Group Luncheon Club, Royal Society of Health, Criterion restaurant, Piccadilly, London, SW1 at 12 noon on October 26. Dr W. R. L. Brown, chief pharmacist, St Bartholomew's Hospital on "Communications between the hospital pharmacist and the pharmaceutical industry."

French Society of Cosmetic Chemists, Paris, October 21-22. Symposium on polymers in cosmetic formulations. Offers of papers to Mr Y. Tollard d'Audifret, Laboratoire de Recherches Unilever, 8 Impasse de la Montjoie, 93 La Plaine St Denis, France. Other inquiries to General Secretary, International Federation of Societies of Cosmetic Chemists, 56 Kingsway, London WC2.



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MARKET NEWS

Citrates £10 ton dearer

London, April 21: The prices of citrates have now been adjusted in sympathy with citric acid which went up at the beginning of the month. The rise represents a straight £10 per metric ton across the whole board. There were no other changes announced during the week by pharmaceutical chemical manufacturers.

Trading in crude drugs was quiet. Dearer were Seychelles cinnamon bark, Peru balsam cassia *ligneae* and, in the absence of shipment offers, Canadian senega. Some Chinese liquorice root came on offer on a cif basis after several months' absence. Dandelion root was also on offer following a bare position of several weeks. Priced easier were Brazilian menthol, quillaia, cardamoms, buchu, white pepper and turmeric. Gingers were quoted dearer but no business was reported.

Pharmaceutical chemicals

Ascorbic acid: 50-kg lots £1.65 kg; sodium ascorbate £1.88.
Calcium pantothenate: £5.23 kg; 25-kg, £5.18 kg.
Carotene: Suspension 20 per cent £16.67½ kg.
Cyanocobalamin: Up to 200-g lots £2 per g.
Ferrous gluconate: (Per metric ton) 25-kg lots £600; 250-1,000 kg £554.
Ferrous phosphate: In kegs £0.46 kg.
Folic acid: 1-kg £32; 50-kg £28-£29.
Hydroxocobalamin: £5.25 per g.
Iron and ammonium citrate: (Per metric ton) granules, 50-kg lots £620; 250-kg £602; 50-kg scales £790; green £830.
Iron phosphate: £450 per metric ton.
Menaphthone: 100-kg lots £5 kg; **Acetomenaphthone:** £5.62½.
Nicotinamide: (Per kg) 1-kg £2.12; 25-kg £2.07 50-kg £2.02.
Nicotinic acid: (Per kg) 1 kg £1.93; 50-kg £1.83.
DPanthenol: £9 kg; 5-kg £8.50 kg.
Potassium citrate: £336 per metric ton.
Pyridoxine: £6.15 kg; 25-kg £6.05 kg.
Riboflavin: £12.76 kg; 25-kg £12.66.
Sodium citrate: £303 per metric ton.
Thiamine: Hydrochloride and mononitrate £10.42 kg; 25-kg £10.37.
Vitamin A: Oily 1m iu per g £6.68 kg; 5 kg £6.58 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu, £4.90.
Vitamin D₂: Powder for tabletting 850,000 iu per g, £17.81 kg; 5-kg £17.75 kg.
Vitamin E: (per kg) £9.25; 5 kg lots £9.15; 25 per cent dry powder £4.29 and £4.69 respectively.

Crude drugs

Balsams: (lb) Canada: £1.75 spot; £1.72½ cif. **Copaiba:** BPC £0.60; Parasoluble £0.40. **Peru:** £1; £0.95, cif for shipment. **Tolu:** BP £0.70. **Benzoin:** £800-£960 long ton spot. **Buchu:** rounds £1.50 lb spot; shipment £1.35, cif. **Cardamoms:** Alleppy greens No. 1, £1 lb, cif; prime seeds £1.30. **Cassia:** *Ligneae* broken £420 long ton, cif; whole £425, cif. **Cinnamon:** Seychelles bark £280, ton, cif. Ceylon quills four 0's £761.60; quillings £358.40 long ton. **Dandelion:** Root £540 metric ton spot; £520, cif. **Ginger:** (long ton) Cochin £385, cif. Jamaican No. 3 £845, cif. Nigerian peeled £350, cif; split £225, cif. **Hydrastis:** £1.42½ lb spot; £1.40, cif. **Liquorice root:** Chinese £90 metric ton, cif. **Menthol:** (kg) Chinese spot £6.85; shipment £6.78, cif. Brazilian spot £5.25; £5.15, cif. **Pepper:** (long ton) Sarawak white £435 spot; £415, cif; black £420; £355, cif. **Quillaia:** £315 metric ton spot; £275, cif. **Seeds:** (long ton) **Anise:** China star £175, cif. Spanish green £247.50 spot. **Caraway:** Dutch ex wharf £300. **Celery:** Indian £360 spot; £260, cif. **Coriander:** Rumanian split £7.50 metric ton, cif; Moroccan £87 long ton, £78.50 cif. **Cumin:** Syrian £270 spot. **Dill:** £140 spot; £128, cif. **Fennel:** Chinese £105, cif. (metric ton). **Fenugreek:** Moroccan £58.50, cif. **Mustard:** £3-£6 spot as to quality. **Senega:** Canadian spot £1.60 lb. Japanese £1.65 kg, spot and cif. **Turmeric:** Madras finger spot, £175 ton; £132.50, cif.

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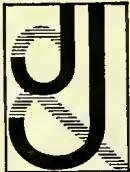
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This is a group post with duties at Barking Hospital, Upney Lane, Barking, Essex and King George Hospital. Whitley Council salary and conditions of service. Apply to Group Secretary, King George Hospital, Eastern Avenue, Newbury Park, Ilford, Essex.

**CONNAUGHT HOSPITAL
ORFORD ROAD, E.17 9LW****Pharmacy Technician**

(Apothecaries' Hall Certificate or equivalent City & Guilds) or Student Technician required. Whitley Council Conditions. Post vacant immediately. Applications to Hospital Secretary. Tel: 01-520 2131

**Pharmacist/
Hospital
Secretaries
ZAMBIA GOVERNMENT**

These vacancies in addition to normal dispensing, offer considerable variety, including administrative duties.

Candidates, not over 50, must hold a pharmaceutical qualification registrable in Zambia. (Applicants entitled to registration in Britain and Eire are eligible to register in Zambia). Female candidates must be single.

Appointment will be on contract for three years in the first instance, and offers:

GOOD SALARIES of between £2224 and £3384 a year, including Inducement Allowance.

GRATUITY of 25% of total earnings. Gratuity and inducement allowance are normally TAX FREE in Britain and Zambia.

SCHOOLING — generous educational allowance payable for children at boarding school in Britain and Ireland plus two return passages a year to visit parents.

ACCOMMODATION — Government housing at moderate rental normally available.

FREE RETURN PASSAGES — generous leave, etc.

Apply to CROWN AGENTS, 'M' Division, 4 Millbank, London, S.W.1, for application form and further particulars stating name, age, brief details of qualifications and experience and quoting reference number M3E/690102/CD.

Central Kent Hospital Management Committee

**CHIEF PHARMACIST
(Category III)****KENT COUNTY OPHTHALMIC & AURAL HOSPITAL
MAIDSTONE, KENT**

Applications are invited for the post of Chief Pharmacist at this specialist hospital, which has 53 Ophthalmic beds and 46 E.N.T. beds.

The post, which carries responsibilities for the Maidstone Chest Clinic, is available from July 1st 1971.

Salary scale £1,786 to £2,372.

Applications stating age, qualifications and experience together with names and addresses of two referees to be submitted to the Group Secretary, Central Kent Hospital Management Committee, 103, Tonbridge Road, Maidstone, Kent. Closing date May 10th, 1971.

**DARTFORD DISTRICT
HOSPITAL**

LOCUM CHIEF PHARMACIST CAT. III 3rd May to 14th May, 1971. Monday to Friday 8.30 a.m.-5 p.m. Applications to Hospital Secretary, West Hill Hospital, Dartford, Kent.

**ISLE OF THANET DISTRICT
HOSPITAL**

LOCUM CHIEF PHARMACIST from 30th August to 2nd October. Detailed applications to the Hospital Secretary, St. Peter's Road, Margate.



What have all these in common?

As raw materials, probably very little. But when processed to perfection in Ransom's galenical laboratories they all qualify for the Ransom hallmark of excellence. Ransom's galenicals are second to none—over a century's

experience goes into every item. When you're next in the market for galenicals, just ask Ransom's to quote before you place your order. Ransom's is an entirely self-contained business, unconnected with any other firm in the industry.



Established in 1846
and still independent

William Ransom & Son Ltd.
HITCHIN HERTFORDSHIRE ENGLAND.

There's something in it for you.



Bigger profit.

Because Stratton compacts are always popular gift items. And Stratton makes them move faster with a complete set of matching accessories.

Lipviews, pill boxes, atomisers, handbag mirrors and ashtrays. Folding combs, contact lens containers and cigarette cases.

This year they'll move

faster than ever, because Stratton is backing them with advertising in the Reader's Digest, Woman's Journal, Jewish Chronicle, Brides and Honey.

The ads will be seen by millions of women. And they all have handbags to fill.

Or know somebody who does.

Designed and manufactured by
Laughton & Sons Limited, Birmingham.

Stratton

Supplement to Chemist & Druggist April 24 1971

PERSONAL HYGIENE

**BRAND
LEADER**

That Femfresh Feeling
~wake up to it with Femfresh vaginal deodorant

46% of all vaginal deodorant users use Femfresh
(Source: IPC Cosmetics & Toiletries Survey-published Jan. 1971)

Wake up to increased Femfresh sales now!

NEW ANTI-PERSPIRANT BODY MIST

The most effective deodorant
now also anti-perspirant.
That's what your customers want!



THESE PACKS
FEATURED IN
HEAVIEST EVER PRESS
AND TELEVISION
CAMPAIGNS

PERSONAL HYGIENE

PERSONAL DEODORANTS: 50% GROWTH RATE

One of the most interesting and exciting categories in the health and beauty aid market at this moment is the vaginal deodorant category. Growing at an astonishing 50 per cent plus a year it shows no signs whatsoever of abating, for use is still comparatively low, at less than 20 per cent of women using them, compared to the use of underarm deodorants — now nearly 80 per cent of women using. This means that there still are a large number of potential users in the market.

Feminine deodorants were introduced into the UK in 1964. By 1966 the total market was estimated to be about £200,000. Since then sales of all vaginal deodorants have progressed thus:

	1966	1967	1968	1969	1970
	£'000 at retail selling price				
Total market	200	320	540	860	1,470
Percentage annual increase	—	60	69	59	70

As one would expect, such a growth market has attracted a large number of companies and brands, amongst them such names as Imperial Chemical Industries Ltd, Bristol-Myers, Gerhard-Penick and Reckitt & Colman, and no doubt will attract others of similar stature in the near future. However, the two main brands in the category are marketed by Crookes-Anestan Ltd with Femfresh and Richard Hudnut with Bidex. These brands hold approximately 30 per cent and 20 per cent of the market respectively, although it is significant that of the major brands in the market in 1970 only Bidex advanced its brand share, to a year-end share of 24 per cent of the total vaginal deodorant market in Britain.

The commercial approach of these two companies is interesting in its comparison. Femfresh have capitalised upon the highly attractive and feminine name of the product and have judged it best to diversify into overall deodorants. Bidex has chosen to remain a specialist vaginal deodorant and is investing heavily behind this decision which would seem the most logical one in view of the low level of knowledge in this category and the enormous range of overall deodorants that is already available.

Richard Hudnut's investment behind Bidex in 1970 was quite astonishing for a market with a relatively low turnover, for in 1970 they spent nearly £75,000 on above-the-line support alone. Taking the market as a whole, the advertising-to-sales ratio stood at about 35 per cent, a level which presupposes continued rapid development. But the Bidex advertising-to-sales ratio in 1970 was believed to be almost double that of the total market.

An estimate based on the number of below-the-line promotions featuring Bidex indicates that their spending in that area

must also have been heavy. Such promotions included a tie-up with Smith & Nephew's sanitary protection interests, with 36 million Southalls sanitary bags and nearly one million Lil-lets tampon packs featuring Bidex. Such support was obviously a major factor in the overall growth of the brand.

A spokesman for Richard Hudnut assures us that spending will continue at this high level during 1971 with the objective being to wrest brand leadership from Femfresh. Early examples of such aggression have already been seen, for in January, 750,000 5p coupons were dropped into the Southern Television area. This was the first coupon drop ever in this product category and allied to Femfresh's pioneering use of television in 1970 shows how a once inhibited category is fast becoming an area where hard sell marketing and promotional activity is becoming the norm.

It is simply not true that vaginal deodorants are seasonal products. This is a belief shared by all major brands, with Richard Hudnut specifically concentrating upon marketing Bidex from an "all day, everyday toiletry" platform. The recent trend has also been for companies to market their brands aggressively right throughout the year.

The majority of companies in this field feel that the expansion of this market has been so fast that many retailers have failed to raise their ordering pattern sufficiently quickly to meet the increased demand. The inevitable result is that the category is plagued by a high out-of-stock position. Unless manufacturers can convince retailers of the need to stock larger and larger quantities of their brands, stock levels will be insufficient to meet rising consumer demand. The inevitable result will be loss of trade and profit both for chemists and manufacturers, and the advantage, to both, of trading in an expanding market will have been lost.

Hudnut have already acted aggressively to help correct this situation with a heavy 15 as 12 bonus during the early part of this year, the first shot in a battle that is expected to wage hot and fast throughout the year.

Another significant development in this fast-growing category was the introduction by Femfresh of the first male deodorant to be launched into this country. A limited success in America, its development in this country is no doubt being watched closely by the other major companies in this market.

However even if this development does not succeed, the continued development and profitability to chemists of vaginal deodorants is guaranteed for many years to come.

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Femfresh sampling campaign

In order to expand even further the growing market for vaginal deodorants, the makers of Femfresh are linking with the magazine *Woman*, which will give away two million sachets of the product.

Every copy of *Woman* dated May 1 (on sale April 27) will contain a free Femfresh sachet.

The sample is reinforced by a letter from Helen Temple (Beauty Editor of *Woman*) on the envelope containing the sachet. She has also written more editorial in the magazine on the subject.

Femfresh are also taking big advertising space in the same issue and the scheme will be advertised in *Daily Express*, *Daily Mirror* and the *Sun*.

This month the makers are bringing to the attention of teachers a lecture kit which has been prepared as a guide for the teaching of personal hygiene to young girls in the 11-15 years bracket.

The lecture kit contains a sheet of flannelgraph, teacher's notes, Femfresh booklet, 20 pupils' booklets and 20 sachet samples. The kit sells at £1. (Crookes-Anestan Ltd & Green Young & Co Ltd, Telford Road, Basingstoke, Hants.)

Promotion pack for FDS

This month sees the introduction of a special promotional pack for FDS which incorporates two free tissues with the aerosol spray. A new 40-g aerosol is also being launched this month and will be followed with the introduction of an 80-g aerosol in May. Four free tissues will be offered with the larger size. Consumer advertising to the tune of £20,000 is being spent, say the makers, who also advise bonuses to the trade. (Alberto Culver Co, 44 Newington Causeway, London SE 1.)

Continued on page 4 column one



Concern

Feminine deodorants are now discussed in the same way as other deodorants. They are displayed on the main counters and not, as previously, hidden on the back shelves. It has been this increasing open-mindedness that has, within eight years built this sector of the deodorant market into a business worth nearly £1 m at retail selling price.

It was into this highly competitive market that the makers of the Anne French range of toiletries launched Concern in 1969. The problem was that it could not be just another feminine deodorant. It had to offer a woman something extra.

Concern was formulated with a very finely diffused spray that ensured gentle adhesion to the skin thereby enabling the antiseptic to act immediately to give continuous protection throughout the day. In addition the special upright action of the aerosol enabled easier application. (International Chemical Co Ltd, Chenies Street, London WC1.)

Mimospray, unperfumed

Experience from marketing the existing Mimospray range by the pharmaceuticals division of Imperial Chemical Industries Ltd has indicated the growing demand for an unperfumed feminine hygiene aerosol. This demand comes from:

- Those women with extra sensitive skin to whom a perfume represents a small but important risk of irritation;
- Users who do not want perfumes from their deodorants to conflict with their choice of cosmetic perfume.

This demand has already been catered for successfully in the underarm deodorant market with a selection of unperfumed products.

Now being launched is Mimospray unperfumed in a travel-pack size. To distinguish the product from the perfumed Mimospray travel pack it is presented in attractive individual display cartons and retails at the same price as its perfumed sister-product.

New Mimospray unperfumed travel pack now complements the existing Mimospray range of aerosols, body powder, liquid and Mimettes moistened tissues which have rapidly become established as one of the retail pharmacist's leading brands of feminine hygiene products.

All the products contain Hibitane, an antibacterial agent discovered by ICI research workers and now widely used in hospitals and clinics. (Imperial Chemical Industries Ltd, pharmaceuticals division, Alderley Park, Macclesfield, Ches.)

Sanitary protection products

Nikini garments

The makers of Nikini garments and pads say they have again increased their sales in 1970 despite a declining overall market for external sanitary protection. Following the successful housecoat offer in the spring/summer last year, Robinsons of Chesterfield have linked with Corocraft jewellery for a new premium offer which started April 1 to the trade and begins May 1 to the consumer.

The offer is for a pendant, earrings, belt and ring in a fashionable silvertone finish and is exclusive to Nikini. The complete set will cost £1.90 plus the direction leaflet from two packets of Nikini pads or from one Nikini garment. The individual items in the jewellery set can also be obtained separately.

Point-of-sale and window display material in full colour has been produced to demonstrate this offer which is being promoted by large advertisements in women's and girls' interest magazines, and product packs will be flashed with full details of the offer together with a coupon. A counter coupon dispenser will be available through Robinson & Sons' representatives.

Promotional expenditure for Nikini has again been increased this year with a concentrated spring/summer consumer campaign.

The company's other sanitary protection products, Cameo tampons and Mene towels and belts, are included in a quantity discount scheme.

Point-of-sale aids include floor stands for Nikini pads and garments and for Mene towels and belts which are available free of charge. (Robinson & Sons Ltd, Wheatbridge Mills, Chesterfield.)

Tampax

For the month of April a special bonus is being offered on Tampax consisting of 50p on every 12 doz 10's or 3 doz 40's (and *pro rata*). (Tampax Ltd, Dunsbury Way, Havant, Hants, PO9 5DG.)

Silcot bonus

Silcot's spring bonus offer ends on April 30. There is still time, if ordered immediately, to obtain a profit margin of up to 60 per cent on Silcot sanitary towels. Consumer advertising begins in May and is to be directed at a wider age range than before. (MacDonald & Son, Portland Mill, Ashton-under-Lyne, Lancs.)

Lilia offer

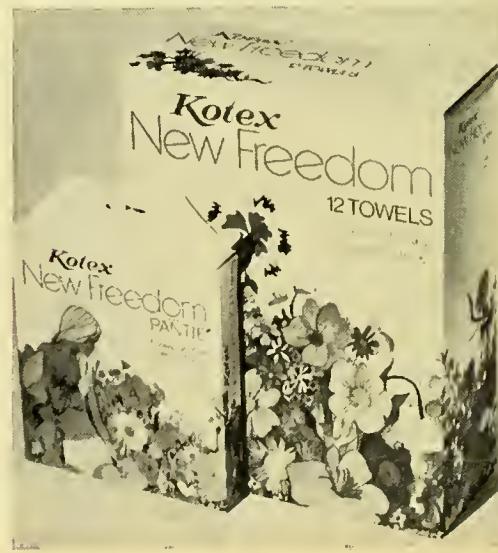
From April 19, all packets of Lilia sanitary towels are carrying overprint details of a six-variation jewellery offer. Customers for Lilia will be able to buy a set



of a brooch and pendant for £0.95. (Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8.)

Kotex

Reviewing the sales performance of Kotex New Freedom — the towel and pantie product launched nine months ago — the makers say it has proved to be a "resounding success," and by November 1970 had captured nearly 4 per cent of the market from scratch. They believe that the colourful pack specifically designed for the shelf and its up-to-date flower design has contributed in no small way to New Freedom's success. (Kimberly-Clark Ltd, Maidstone, Kent.)



Right Guard was brand leader in 1970. It'll stay on top in 1971. We're putting our money on it.

One of the worst things you can ever be is complacent.

It's one thing to be brand leader. It's quite another to stay there.

That's why we're spending even more in 1971 to keep Right Guard on top of the market. All £10 million of it.

Now this doesn't just mean spending more on advertising than all your competitors. Which we do already.

It means giving you all the help we can in-store. With special offers. Extra value packs and other promotional aids to boost your sales.

It's easy to suggest reasons why we're No. 1—the brand leader.

The fact that Right Guard anti-perspirant is an excellent product. It contains Aluminium Chlorhydroxide; the most effective anti-perspirant ingredient ever put in an aerosol.

Our unique appeal to all members of the family. Our spending power.

But one thing's for sure. We like being out in front where the money is. And for your sake and ours, we mean to stay there.



The Brand Leader.

Disinfectants in hygiene

The history of personal disinfection can be divided into two eras. The first goes back many thousands of years during which time putrefaction was recognised and certain antiputrefactive agents and procedures came to be established, for example, the use of concentrated potassium or sodium chloride and treatment with the products of the pyrolysis of wood (smoking) to conserve meat and fish.

The second period started a little over one hundred years ago with the discovery by Pasteur that putrefaction was caused by micro-organisms and that if these micro-organisms could be excluded from, or destroyed in, materials prone to putrefaction, this process did not occur.

That discovery (1860) is really the watershed in the history of disinfectants since it resulted in their rational, instead of empirical, use.

Even before this discovery, certain disinfectants were being used. One of the first was chlorine which was only discovered in 1774, but was already being used in a hypochlorite-containing solution as a disinfectant by Alcock (1827) and Semmelweiss (1861). Other disinfectants that became generally available with the advent of the coal-tar industry were the phenols-by-products in the distillation of crude coal tar. Further distillation gives off the ortho-, meta- and para-cresols that are even more toxic to bacteria than phenol itself.

One of the first people to make rational use of disinfectants was Lister, who introduced vigorous antiseptic techniques into surgery and whose work was simplified by the fact that he knew of and accepted Pasteur's contention that putrefaction which resembled wound suppuration was caused by ubiquitous micro-organisms.

Since Lister's time the phenols have been largely superseded by xylenols, ethylphenols and by halogenated (almost invariably chlorinated) phenols. The general effect of chlorination is to reduce solubility in water, increase potency towards

bacteria and decrease the caustic action on the skin and general toxicity. Some of the most important are shown with formulae at the foot of the page.

Dettol, one of the first branded disinfectants based on chloroxylenol, contains 4·8 per cent of the compound (surgical and instrument Dettols contain 1·44 and 6·25 per cent respectively, according to the Extra Pharmacopoeia). The manufacturers' suggested dilutions for Dettol when used in feminine hygiene are:

bathwater	one or two tablespoonsful
washing underwear	one tablespoonful to each pint of final rinsing water
bathing between legs	one teaspoonful in a pint of warm water (dilution should be carefully controlled)
douching	only on doctor's advice; two teaspoonsful to a quart of warm water

Two compounds discovered by ICI, cetrimide and chlorhexidine, are contained in Savlon antiseptic. Here are some of the recommended uses and dilutions:

bathing/douching	one teaspoonful to 1 pint warm water
midwifery	one tablespoonful to half a pint
household	one oz. to bucket
scalp hygiene	one tablespoonful rubbed in before rinsing
napkins	for steeping after washing, half a tablespoonful to half gal

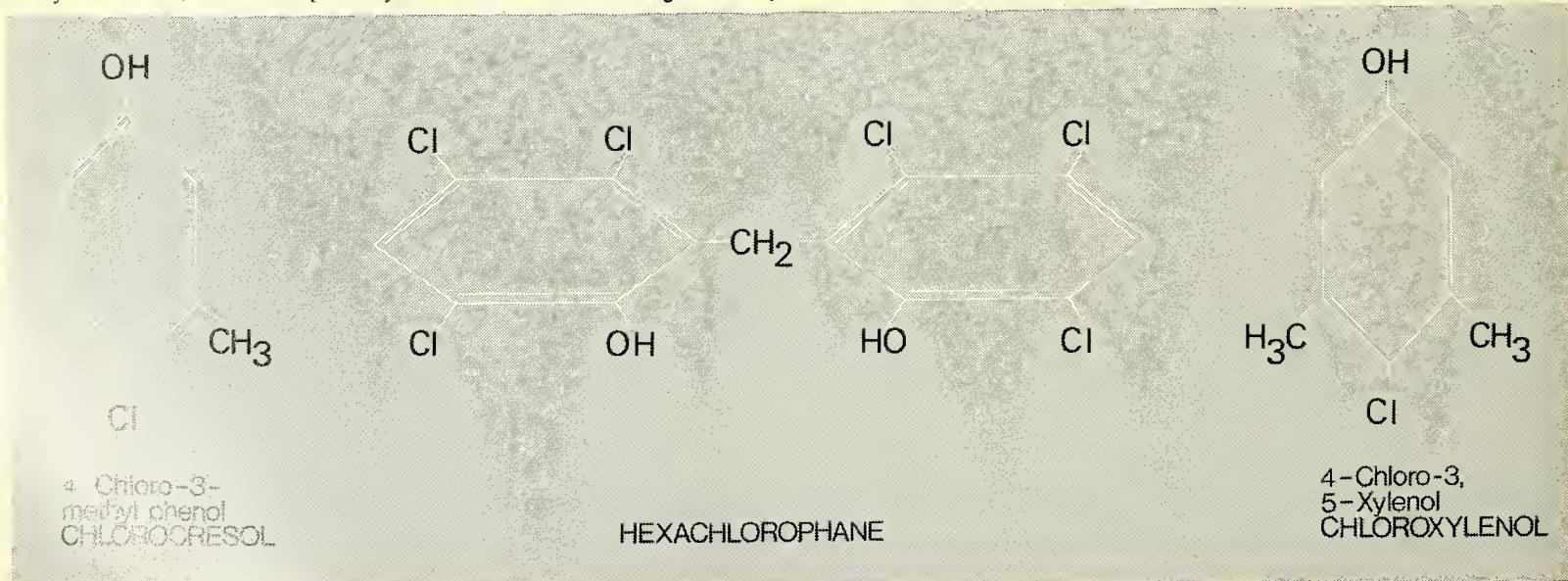
Savlon hospital concentrate is five times stronger than the liquid antiseptic. It contains Hibitane chlorhexidine gluconate 1·5 per cent w/v and Cetavlon cetrimide, 15 per cent w/v.



Izal Ltd's antiseptic containing 2·5 per cent halogenated phenols with terpenes



The Albion Soap Co Ltd Simple soap's companion product Simple handcare in its attractive light plastic container has an easy-to-control dispenser. The company say that all members of the family appreciate its scentless pure qualities, and "its great virtue is that it is completely greaseless and therefore does not attract the dirt." (Albion Soap Co Ltd, 30 Thames Street, Hampton-on-Thames, Middlesex.)



Every woman who knows about Savlon Liquid has reason to believe in Mimospray.

Vaginal deodorants are now widely advertised. Most women have heard about them, but many are still confused on the subject.

The sort of questions they ask themselves are—"How do I know if I need one?"

"Will these products harm me?"

"When am I supposed to use them?"

"We've got on well enough without them for centuries, are they a real necessity or a personal extravagance?"

These are not the sort of questions to be asked over a shop counter. But we have been able to discuss them, openly and frankly, in our Mimospray advertising. And research has revealed that for a large percentage of women, Mimospray holds the right answers. For a start, Mimospray is not a cosmetic. It's a vaginal hygiene spray that reduces the level of bacteria in this delicate area and helps prevent

irritations and discomfort. By reducing bacteria, Mimospray naturally removes the cause of vaginal odour as well.

Mimospray contains 'Hibitane', the gentle but effective antiseptic. The Mimospray hygiene story will be told to millions of women all over the country, from the pages of Woman's Own, Woman's Realm, Woman's Weekly, Woman and Home, She, Vanity Fair, Flair, Honey and Good Housekeeping.

The campaign will start in April so make sure you are amply stocked up with the two spray sizes, bathroom size 39p and travel pack 25p.

Also the brand new unperfumed spray, as well as Mimettes impregnated tissues, especially liked by women for use during menstruation.

And Mimospray talcum powder for use all over the body.

If you would like to know more about the development and usage of this product, before recommending it to your customers, please write to Pigot & Smith (Pharmaceuticals) Ltd., Leigh Street, Wigan, Lancashire for the Mimospray leaflet.

'MIMOSPRAY' PRODUCTS ARE MANUFACTURED BY PIGOT & SMITH (PHARMACEUTICALS) LTD., A SUBSIDIARY COMPANY OF IMPERIAL CHEMICAL INDUSTRIES LTD.
'HIBITANE' (CHLORHEXIDINE) IS AN ICI TRADE MARK.



Promoted only through the retail pharmacy.

DEODORANTS AND A £12m a year market

If you are a chemist trading in the London and South-east and have a predominance of women customers between the ages 16-24 you are possibly doing more business in deodorants and anti-perspirants than your opposite number in Scotland or the Midlands, particularly if his customers are in an older age bracket.

In London and the South-east the number of women using a deodorant is above average for the country as a whole and in the age group 16-24 the percentage usage ranges from 93 per cent down to 89 per cent. One-fifth in that age group also use the preparations on more than one occasion in a day.

But wherever your pharmacy is situated or whatever the age group of the customer, it is clear from the publication of the results of surveys that have been undertaken by various organisations recently that sales of deodorants currently estimated at £12m a year at retail selling prices, are continuing to show steady growth and this year are expected to be about 15 per cent over 1970.

To what extent that growth has been influenced by the introduction of vaginal deodorants (which are the subject of a special article on p 3) it is difficult to define at the present time, although a start has been made at estimating the separate usage by IPC in their latest *Cosmetics and Toiletries* survey.

Deeson (*C&D*, June 6, 1970, p 851) stated that in 1967 only 69 per cent of all women in Britain regularly used deodorants, compared with 93 per cent in the United States. A recent Euromonitor report on the women's cosmetic market in Great Britain conducted a year ago showed that of 2,500 women interviewed, 1,954 (that is 78 per cent) were using a deodorant. So in three years the usage of deodorants would appear to have gone up by 9 points.

If that growth trend is to follow the US market the whole way, there is still a long way to go and ample scope for further development exists.

Chemists are still in a good position for distribution in Britain. In 1970 they were credited with supplying between 54 per cent and 58 per cent (depending on the survey) of the market. But if chemists wish to retain that dominant position they will have to use all the buying and selling aids available to them for as the market grows it can be expected that so will competition from the supermarkets. Deeson also pointed out that in the United States the distribution picture is reversed with food stores accounting for 47 per cent by value, mass merchandisers

for 14 per cent while for retail pharmacists the share was 39 per cent.

Direct selling agencies which have made serious inroads in cosmetic lines in Britain as elsewhere also pose a threat to chemists. Those agencies at the last count had upwards of 13 per cent of the sales of deodorants almost wholly accounted for by Avon.

The IPC survey for 1970 showed the market percentage shares as Mum, 18; Body Mist, 15; Sure, 13; Avon, 12; Odo-ro-no, 5; Arrid and Right Guard each 4 with Boots own, Yardley, Amplex, Fresh 'n Dainty each 2. The Euromonitor survey gave Mum a 21·5-per-cent share of the market with Body Mist 9·6 per cent and Sure 7·2 per cent.

There is a somewhat different picture presented by the IPC survey. Here the biggest seller is the spray or aerosol pack to which 46 per cent of sales are attributed and the roll-on pack, 42 per cent.

However, the differences are academic because the two packs between them command nine-tenths of the market, so clearly it is on these two types that sales can be profitably focused. How the aerosol form has grown rapidly in favour is seen by the statistics of the British Aerosol Manufacturers' Association.

The number of containers of deodorants and antiperspirants filled by members of the association rose from 2·49m in 1965 to 22·52m in 1969. Another trend has been the growth in the acceptance of anti-perspirant formulations.

There is, of course, a wide range of products to stock as more companies attempt to gain a stake in the market. What makes and types are stocked must depend on local demand. How the demand

may be stimulated by advertising is well known and a watch on the *C&D*'s promotion page each week to see what the makers are doing can give a useful pointer in that direction.

The market growth results firstly from increasing usership of deodorants (four years ago two out of three women used a deodorant and one out of eight men; now three out of four women and one out of four men are regular users).

A second factor is the increasing regularity of use which accompanies the expanding usership. Increased frequency of purchase occurs not only as a result of the trends mentioned, but also as a result of the popularity of aerosols which are more convenient and more suitable for the family and less likely to remain unused on the bathroom shelf.

Aerosols have upgraded the market because of their higher unit value, and anti-perspirants which usually sell at a slight premium have encouraged the process.

All this adds up to market ripe for investment, and the extent to which activity has been stepped up is indicated by theme advertising investment. Media expenditure figures recently published (MEAL statistics as published in *Ad. Weekly*, March 5, 1971) show: Deodorants: 1969—£1,068,700; 1970—£1,458,500 and this reflects a far greater increase than any other toiletry and cosmetic category listed.

Retail margins on the various makes differ widely as can be seen from the table on p 9. The percentage is calculated as percentage gross profit on total outlay, that is to say including purchase tax. The figures are calculated on the basis of purchase of the smallest quantities through the wholesale and do not therefore take into

The following table is a breakdown by social classes and age groups of the types of deodorants bought by 1,954 women in the month previous to interview.

	Upper & middle class %	Middle lower/lower class %	16-29 years %	30 & over %	Total %
Perfumed	75	72	79	70	73
Unperfumed	17	17	14	18	17
Don't know	8	12	8	11	10
Types					
Roll-on	53	50	49	51	51
Spray	35	38	42	35	37
Lotion	7	4	3	6	5
Stick	3	4	3	4	4
Others/Dont' know	3	4	4	4	4

Source: European Research Consultants Ltd. February 1970.

ANTI-PERSPIRANTS

Market and growing

Gross profit on outlay

Make	%
Arrid	27
Body-Mist	20
Cool Charm	20
Goya's Cedarwood	33½
Max Factor	33½
Mum	21·24
Odo-Ro-No	20
Right Guard	27
Shulton	35
Sure	22½
Yardley	33½
Yaxa	27½

Source: C&D Quarterly Price List, February 1971

account any special bonus or other offers that may be made from time to time. References: *Cosmetic and Toiletries Survey 1970*. IPC Magazines Ltd, Fleetway House, Farringdon Street, London EC4A 4AD. *Women's Cosmetic Market in Great Britain*. European Research Consultants Ltd, 125 Pall Mall, London SW1.

New Body Mist

To launch the new formula Body Mist anti-perspirant deodorant Beecham Products brought out an aerosol pack containing 50 per cent more than the regular aerosol packs of 4 oz and 6 oz. In addition there is a 32 cc squeeze pack. There are three perfume variants — Dawn Fresh, Rose Bouquet and Wild Spring in varying coloured packs.

Among the merchandising materials available are items for shelf and window display and also a dumpbin headboard and base panel. (Beecham toiletry division, Great West Road, Brentford, Middx.)

Right Guard

The market growth of deodorants in aerosol form was pioneered in 1965 by Gillette Right Guard. Gillette say its refreshing perfume and ease of application soon

made the product immensely popular as an all-family deodorant. In 1969 the introduction of Right Guard anti-perspirant, the UK's first aerosol anti-perspirant, further accelerated the swing towards aerosol deodorants.

The company claim that Right Guard dominance in the aerosol form has been established with the combination of vigorous promotional activities and heavy TV advertising which emphasise its appeal to all members of the family.

Consumers can currently take advantage of an extra value promotion that offers 25 per cent free product on deodorant and 33 per cent on anti-perspirant. (Gillette Industries Ltd, Great West Road, Isleworth, Middlesex.)

Continued on page 11



Robinsons go one better with sanitary protection.



Robinsons offer 3 types of Sanitary Protection. Internal Cameo, external Mene, and the complete Nikini system.

So Robinsons go one better than anyone else. We have more to offer. And your customers have more to choose from.

So make your sales grow with our reputation. By stocking Robinsons.

Robinsons
of Chesterfield

DEODORANTS AND ANTI-PERSPIRANTS

Continued from page 9

Gibbs—two brands

After test marketing in the Lancashire area, Shield anti-perspirant deodorant in aerosol cans of two sizes is about to be launched on a national basis, with a TV campaign starting on April 26.

Already the makers—Gibbs—had a leading brand of deodorant on the market with their Sure product which has established itself with particular appeal to younger women.

Shield, on the other hand has been launched to have a broad family appeal. Particular attention has been paid to the acceptance of its perfume by men as well as women, to its anti-perspirant formulation and to its pack design.

Shield is in 4-oz and 6-oz aerosol packs, selling at £0·36 and £0·46 respectively.

Introductory offers are available, display material is "efficient and sensible" and rapid trial will be further induced by a heavy summer TV campaign.

The company have just launched a smaller Sure aerosol of 100 gm (£0·36) and have increased the fill of the existing size of anti-perspirant ingredient in both these aerosols and in the quick-drying roll-on.

Also available are the squeeze spray and deodorant mist aerosol giving long-lasting deodorant protection for £0·24 and £0·30 respectively.

To support Sure, Gibbs have produced a new 30-second colour commercial. (Gibbs Proprietaries Ltd, PO Box 1DY, Portman Square, London W1.)

New Mum aerosols

With aerosols still providing the fastest growth area in the deodorant market, Bristol-Myers are next week launching Mum anti-perspirant aerosol and introducing two new sizes of Intimist vaginal deodorant.

Concurrent with the buoyancy of the aerosol market is the rapidly expanding usage of anti-perspirants, particularly among younger users. The aerosol pack of 120 g (£0·42) repeats the theme of the new Mum Rollette packaging. The fragrance used is Pink Rose.

The new sizes of Intimist vaginal deodorant in aerosol form are 50 and 120 g. (The original 70 g size has now been discontinued.)

Regular users may be persuaded to buy both, the larger size for keeping at home, the small size for carrying in a handbag or taking to work. The 50 g Intimist aerosol is priced at £0·30 and the larger packing at £0·45.

The makers promise national TV advertising for new Mum anti-perspirant aerosol and Intimist beginning June and July respectively. Details to be given later.

An attractive and compact counter-window display unit for the Mum Pink Rose range has been designed to take one each of the aerosol and the large and standard rollettes. For Intimist a neat dispenser unit for the new sizes, holds 3 x 120 g and 6 x 50 g. Both merchandising aids are available from the representative. (Bristol-Myers Products, Stamford House, Langley, Bucks.)

Fresh'n Dainty

This month Gerhardt-Penick are promoting Fresh'n Dainty to the retailer and public with an eye-catching compact counter display unit that, they claim, gave every outlet in the test market area increased sales. The display contains the range of Fresh'n Dainty products that returns a profit of in excess of 30 per cent on turnover, this is in line with the company's policy of value for money.



For the first time in the company's history the product is receiving full page colour advertising which is aimed directly to that section of the market where the growth rate is anticipated to be in the region of 50 per cent.

Gerhardt-Penick are also launching a second size of Miss Dainty (their intimate deodorant) a 4-oz can that contains 70 gm and retails at £0·29.

It is also expected that their Fleur de Lis spray will be produced in a 6-oz can containing 120 gm retailing at £0·40.

Continued on page 13



Which vaginal deodorant should you recommend?

Bidex. Because it's the one with the patented all-day formula.

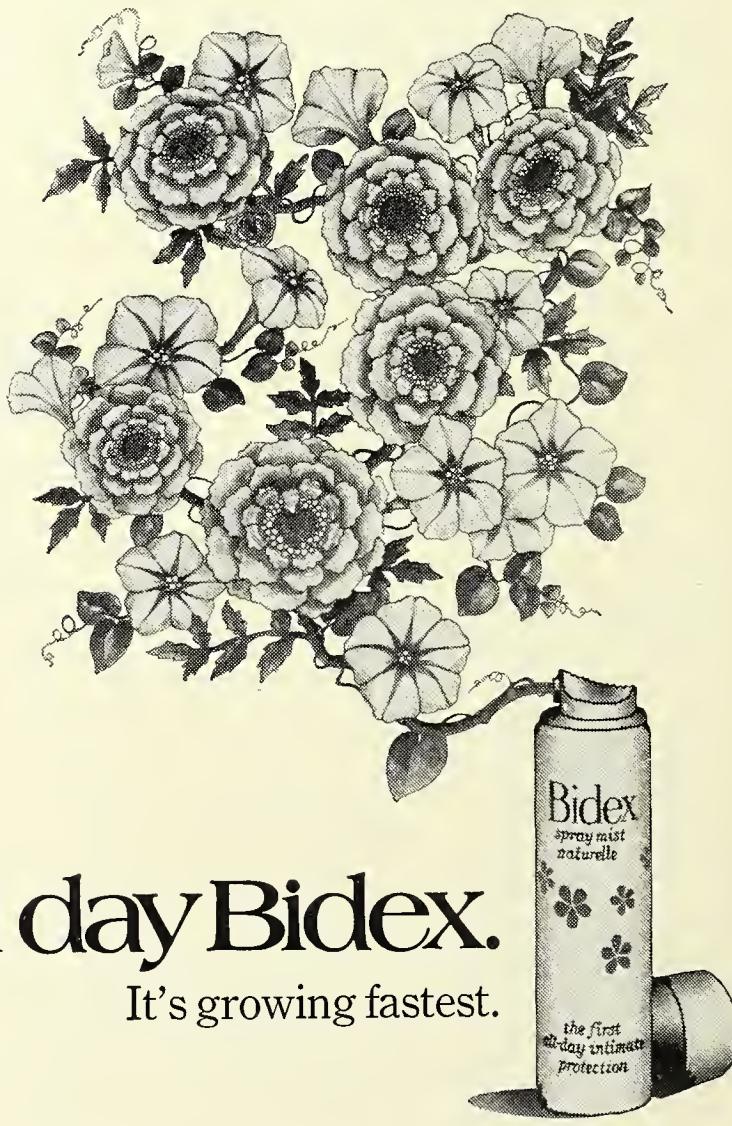
A formula developed and tested by Swiss gynaecologists to ensure total all-day effectiveness safely and naturally.

Your customers know Bidex from the heaviest-ever advertising campaign for any vaginal deodorant.

A campaign which has already made Bidex the fastest-growing brand in this market.

New users will want to try it and will be asking your advice on it.

Display and recommend Bidex. A brand you and your customers know you can trust.



All day Bidex.

It's growing fastest.

DEODORANTS AND ANTI-PERSPIRANTS

Continued from page 11

Fabergé

To launch new KiKU anti-perspirant spray deodorant, Fabergé are offering a special bonus of 12 pieces to be charged as 11. The company can supply a black counter merchandiser which they say is designed to achieve the "maximum effect in the minimum space."



'Us' from Johnson

A new aerosol deodorant, called Us, from the personal care division of Johnson Wax, is now being launched in the London and Home Counties area after being successfully test-marketed in the South. The company claim that in only six months Us became the third biggest selling aerosol deodorant in the test area because of:

- The growth in popularity of aerosol deodorants;
- The angling of the product towards both sexes and especially the under 30 age group;
- The attractiveness of the pack with its "unique bubble cap."
- Its effectiveness in deodorising and checking perspiration and
- The television advertising featuring the Young Generation.

Packs of 4 oz (£0·39½) and 6 oz (£0·49½). (S. C. Johnson & Son Ltd, Frimley Green, Camberley, Surrey.)



Arrid extra dry in Scotland

The name Arrid has been a by-word for deodorants that are also anti-perspirants for more than 20 years, but it is in the last 18 months that the aerosol pack—Arrid extra dry—has become exceptionally popular and, say the makers, "has taken number one place in the smart girl's shopping list." This month Arrid extra dry has been launched on the Scottish market.

There was no suggestion that Scottish women were any less interested in effective deodorants than any other, Mr Nick Hall, the makers' product group manager, said at a Glasgow meeting, but the company did not wish to disappoint their customers by promoting the product without a promise of complete availability throughout the country.

The whole scientific advance in deodorants brought about by the anti-perspirant formulation—"Stop wetness and you stop the source of unattractive perspiration smells"—was explained by the quality control manager and technical adviser, Mr David Fry. He explained how they had perfected the use of aluminium chlorhydrate as an anti-perspirant and by special formulation had managed to put it into an aerosol can making it convenient to use and economical.

Television commercials are now appearing on Scottish stations to coincide with the launch in that market. (Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.)

Cedar Wood anti-perspirant spray

The new Cedar Wood anti-perspirant deodorant spray replaces the old deodorant spray that did not have an anti-perspirant. The dryness of the spray is claimed to make application more satisfactory in every way. The 140g can (£0·45) has a paisley design on it. (Goya Ltd, 161 New Bond Street, London W1.)

Bonus from Mitchum

Elsewhere in this issue Mitchum Distributors, Sunley House, Croydon, offer Esotérica cream and Mitchum anti-perspirant on bonus terms.

Foot hygiene

Largely through the promotional activities of Scholl, foot care has become a highly profitable part of the chemists' business. Foot care aims at foot beauty but it begins with hygiene. With feet and legs more on show than ever before in sandals and clogs, foot hygiene is taking on a new importance.

Hygiene means not only washing and careful drying of the feet, but using a specially formulated deodorant or anti-perspirant. With this rapidly expanding market in mind, Scholl are heavily promoting a new range of products.

These include a new foot deodorant, a foot anti-perspirant for day-long control of excessive perspiration and the successful foot refresher spray in standard and handbag sizes. They are also promoting a new athletes foot powder, with their S1 liquid, because prevention of fungus infection is mainly a matter of foot hygiene. S1 is being used to cure athletes foot, while athletes foot powder which is sprinkled in shoes and socks and on the feet, especially between the toes is good for prevention.

Scholl are promoting their new range in the same way as exercise sandals and are using heavy advertising, new style packaging, over 1,000 talks and films to women's organisations, high-impact merchandising and display materials. All this is traditional chemist-business and it means big profits for the chemist whose window and instore displays link with the company's considerable promotional activity. (Scholl (Mfg) Co Ltd, 182 St. John Street, London EC1.)



QUEEN non-irritant BEAUTY PRODUCTS

Recommended by the Medical Profession

Proprietors: Boutalls Chemists Ltd., 60 Lambs Conduit St., W.C.1

Agency Distribution: Pearmoss Ltd., 20 Wallington Sq., Wallington, Surrey

More personal hygiene products

Twin packs with a difference

The new Dixcel brand of soft-toilet tissue formerly available on a test-market basis only in the North-east and Southern TV areas was launched on a national basis this month. Cost of the launch is given as £700,000 in a year.

The makers say that by wrapping in pretty paper the spare roll of a twin-pack, customers have taken to it sufficiently to warrant the company launching a large TV campaign.

Dixcel are also supplying colour-spun tissues in four shades and a pack of tissues for men. (British Tissues Ltd, 214 Oxford Street, London W1N 0BQ.)



Immac depilatory

Good grooming and personal cleanliness are synonymous. Lacquered hair or varnished nails fail to be attractive if they are not really clean. Superfluous hair can in some instances harbour bacteria caused by the normal bodily function of perspiring whether it be on the arms, legs, under-arms or even the face. It is in the cause of good grooming and hygiene that an increasing number of women have sought a safe and effective depilatory.

The makers of Immac claim that their product provides the "cosmetic way of getting rid of superfluous hair to leave the skin smooth and free of stubble."

The latest addition to the Immac range is an attractive blue aerosol pack with the unique 360° valve that enables application to be made at any angle on any part of the legs or arms; the gentle foam is simply sprayed on (International Chemical Co Ltd, Chenies Street, London WC1).



New display material

DEB Chemical Proprietaries Ltd, Belper, Derbyshire announce that Swarfega anti-septic hand cleanser retail packs now have a new look. Previously shrink-wrapped in plain trays, Swarfega is now available in a shrink-wrap pack which also forms an attractive counter display carton, merely by removing the polythene wrapping and turning back the box lid.

The illustration shows the economy pack of Swarfega removed from the carton.



ESOTÉRICA—the 'good looks' cream for the entire family.

Mitchum Anti-perspirant—problem perspiration solved.

Order on bonus terms from your wholesaler now—or direct from

MITCHUM DISTRIBUTORS

Sunley House, Croydon, CR9 2DB, Surrey. Telephone: 01-686 7345.

JUST BECAUSE WE'RE BRAND LEADER,

doesn't mean we're going to rest on our laurels.



Arrid Extra Dry is the number one anti-perspirant aerosol in Britain and at Carter-Wallace we've grown rather fond of its elevated position. So this is hardly the time to sit back and enjoy it. Instead, we're going to be pushing harder than ever for Arrid Extra Dry.

We're aiming higher still.
To get us way out in front, heavy advertising has already started, and continues nationwide in concentrated bursts spanning the peak of the selling season.

Millions to see new commercials. About 36 million adults will see six new commercials which follow the believable "interview" style of last year's successful promotion. With such a strong, convincing campaign in all ITV areas, it would be wise to show your customers that you stock the brand they want.

More shelf space for a winner
Give the leader the display it deserves and watch your profits grow as its lead lengthens. Arrid Extra Dry is one of the fine toiletries produced by Carter-Wallace, and it's one that we're keeping a firm eye on. Because we want it to stay right where it is. At the top.



ONE OF THE FINE TOILETRIES FROM CARTER-WALLACE

Supplies from your local representative or phone Les Boothright at
CARTER-WALLACE LTD • WEAR BAY ROAD • FOLKESTONE • KENT • TEL: FOLKESTONE (0303) 55335

O-24A



LANCASHIRE HOTPOT

We've been cooking up something good for you in our Lancashire test market. Shield, a new anti-perspirant deodorant. For men and women.

Hot? Yes. After just a few months, Shield is already a top seller. Now Shield goes national. Big TV campaign starts April 26th. Then Shield will be your biggest-selling deodorant.